

EMPLOYMENT OPPORTUNITY

DIRECTOR OF COMMUNICATIONS AND MARKETING

Institute for Sustainable Infrastructure, Washington, DC

MISSION

The Institute for Sustainable Infrastructure (ISI) is a national non-profit 501(c)(3) organization based in Washington, D.C. Our mission is to transform the way civil infrastructure is planned, designed, constructed, and operated in order to achieve a sustainable world.

Founded in 2010 by the American Public Works Association (APWA), the American Society of Civil Engineers (ASCE), and the American Council of Engineering Companies (ACEC), ISI then partnered with the Zofnass Program for Sustainable Infrastructure at Harvard University to develop the Envision sustainable infrastructure rating system, which ISI administers throughout the United States, Canada and abroad. ISI's active membership includes over 200 AEC companies, 80 governmental agencies, and 25 universities, encompassing over 11,500 individuals. ISI administers the Envision Sustainability Professional (ENV SP) designation having credentialed over 8,700 professionals globally.

ISI is a growing organization and the right candidate will have the opportunity to build and grow an international communication program from the ground up. We are a small collaborative team of passionate individuals dedicated to making the world a better place. For more information on ISI, visit

www.sustainableinfrastructure.org.

THE ROLE

Currently as a department of one, ISI seeks a self-starter who can shape how ISI's story is told to the world. The ideal candidate is highly versatile and able to manage multiple tasks effectively and efficiently. The Director of Communications and Marketing role includes the following:

Executive Leadership

- Provide overall vision, leadership and strategic direction to align ISI's communications and marketing strategies with the organization's goals & objectives.
- Advise the president & CEO and senior staff on communications and marketing strategies, tactics, best practices and approaches.
- Manage outside communications and marketing service providers including graphic designers, translation companies, web developers and other communications agencies.

Communications and Marketing Leadership

- In collaboration with the president & CEO, develop and execute an effective local and international marketing strategy for ISI.
- Identify emerging issues relevant to ISI and translate them, as needed, into internal and external communications opportunities.
- Execute multi-channel action plans to influence news coverage on behalf of ISI including digital and social media marketing, press releases and project management.
- Oversee ISI's website including its content and functionality.
- Manage ISI's social media strategy, plan, and policy.

- Lead the production of ISI's newsletter including editorial content and proofing.

Stakeholder and Media Relations Leadership

- Serve as ISI's primary spokesperson with the media and assist the president & CEO in responding to media questions and interview requests.
- Develop and nurture meaningful relationships with relevant members of the press and oversee the development of all press and media releases and statements.
- Pitch relevant stories to the press about ISI, Envision and the organization's achievements.

Government Relations Leadership

- With the president & CEO, oversee ISI's government relations activities.

QUALIFICATIONS

Education

- Post-secondary education in communications, journalism, political science, or related discipline is essential.
- A graduate degree in sustainability, environmental studies, business administration, community economic development, public administration or related discipline is preferred.

Work Experience

- 10-15 years of relevant professional experience.
- 5-10 years of senior-level experience leading the communications and marketing efforts of a relevant company/organization with demonstrated success in marketing and messaging for national and international stakeholder groups.

Industry Background

- Previous experience working in a sustainability, environmental, infrastructure, or engineering organization preferred.

Communications and Marketing

- A holistic understanding of all aspects of communications, positioning, and messaging, including industry best practices in both traditional and emerging media platforms and experience with state-of-the-art communications and CRM technology.
- Demonstrated experience with digital communications strategies, data analytics and measurements, and new media.
- Strong understanding of stakeholder relationship management strategies and practices.
- A strong background and proven successes in strategic or policy communications, public affairs and member relations.
- Must have exceptional command of the English language and be able to produce high quality products tailored for targeted audiences.
- Fluency in a second language (French or Spanish) will be considered a significant asset.

Personal Qualities

- A successful history of leading, developing and empowering senior leaders is essential.
- A people-person with superior EQ and a proven ability to cultivate strong relationships is preferred.
- Demonstrated passion in environmental sustainability, infrastructure, environment, or engineering is highly desirable.

REMUNERATION

Salaried position of \$85,000-\$95,000.

TO APPLY

Applicants should submit a cover letter and resume that clearly describe how their qualifications meet the criteria for this employment opportunity by email only to: hr@sustainableinfrastructure.org, no later than **January 14th, 2020**.

ISI is an equal opportunity employer and will evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, and other protected characteristics. Accommodations can be made for employees with disabilities.