



Summary

Forest Trends seeks an energetic, creative, and experienced Senior Communications Manager to join our team. The successful candidate will be an excellent collaborator, media strategist, and content generator who thrives working in a dynamic, entrepreneurial culture with a global team.

Title: Senior Manager, Communications
Team: Communications and Strategic Outreach
Reports to: Director, Communications and Strategic Outreach
Location: Forest Trends (Main Office) in Washington, D.C.
Salary range: \$100,000-120,000 USD
Type: Full time, Hybrid (2 days/week)
People Manager: Yes
To apply: Submit your cover letter and resume to cv@forest-trends.org

About Forest Trends

Forest Trends is an international nonprofit organization focused on driving financial innovations that bring value to nature. We work through demonstration projects, coalition-building, and producing high-quality research and analysis that can support new investments in nature-based solutions to climate change, water risk, and other environmental challenges.

Roles and Responsibilities

Our programmatic work spans forests, climate, communities, water, biodiversity, agriculture, and finance. The successful candidate will have the ability to work with our staff to translate complex and/or technical materials into compelling, accessible content, and develop and execute an effective communications strategy for that content. We seek individuals with communications experience and content knowledge in the conservation/climate sector. A track record of experience in media strategy and cultivation is highly desired.

As we have a broad network of staff, consultants, and partners in multiple countries, we seek a candidate with strong interpersonal skills, who enjoys working across cultures and with geographically dispersed teams on a variety of projects.

The Senior Communications Manager will play a key role in ensuring editorial consistency across all reports and publications produced across Forest Trends. This role will involve overseeing the editorial review process to maintain a high standard of clarity, tone, messaging and alignment with organizational messaging. The successful candidate will ensure that all materials reflect the organization's brand and communication strategies while fostering collaboration across departments to streamline content production and delivery.



PIONEERING FINANCE FOR CONSERVATION

- **Planning & Performance Tracking:** With Director of Communications, develop institutional communications strategy and annual plans, and ensures full execution, including tracking and evaluation of performance.
- **Content Generation and Revision:**
 - Lead creation and editing of content for dissemination.
 - Coordinate with program staff on network outreach (email marketing, social media, blog posts); advise on messaging, format, and outreach strategy; approve final drafts before publication.
- **Program Support:**
 - Develop and execute targeted outreach strategies for Forest Trends' programmatic work (initiative-specific strategies, products, events, project activities, etc.) and track performance.
 - With programmatic counterparts, ensures delivery of communications work on-scope, on-schedule, and on-budget, and fosters a creative and collaborative working environment.
 - Collaborate with programmatic counterparts to manage content production processes, including setting scope, structure, and format. Oversee review, editing, and final approval of content, coordinating with the Director for flagship materials.
- **Budget Management:** Responsible for Communications and Development budgets development, management, and tracking; ensuring robust and timely financial management and conformity to all institutional financial policies and procedures
- **Training:** Create opportunities for development of communications skills within the organization, coordinate staff training opportunities and internal communications.
- **Media Management & Relationship Building:** Serve as the key point of contact for media inquiries. Develop and lead media strategies that present and promote Forest Trends' complex work. Cultivate and manage relationships with media contacts and partners; oversee and track media outreach and coverage.
- **Business Development & Proposal Writing:** With Director, helps identify new business development opportunities and collaborations, and coordinates and/or leads on development proposals and concepts as appropriate.
- **People Management:** Skillfully manage communications and development staff, including Senior Associates, Associates, Interns, and consultants, fostering a collaborative and creative team environment and culture of excellence.
- **Communications Infrastructure:** Oversee all communications systems and infrastructure, including tools and resources for internal knowledge management, content marketing, contacts management, websites, social media, content production, media and artwork, staff presentations and public outreach, communications and development collateral, media outreach and tracking, analytics, etc.



PIONEERING FINANCE FOR CONSERVATION

- Events: Assist with event planning and coordination for FT meetings as needed.

Qualifications, Skills and Experience:

- Requires 5-7 years of experience working in communications or related field.
- Undergraduate or graduate degree in communications, sustainability, biology, earth science, liberal arts, business, or other related topics.
- Committed to the mission of Forest Trends.
- Relevant experience, content knowledge, or expertise in the conservation/climate sector
- Strong budget management experience (i.e. ability to manage complex budgets).
- Excellent writing, organizational, and communications skills required.
- Ability to work independently and collaboratively.
- Familiarity with Microsoft Office (PowerPoint, Word, Teams, and advanced knowledge of Excel desired), Adobe Suite and other design software, media monitoring apps (MuckRack, Cision, etc.).
- People management experience.
- Media strategy experience.

Compensation & Terms:

Forest Trends has designed a generous compensation package to support the growth of our small, nimble, and global organization. We truly value our staff and their contributions to our important work. As a global organization working across multiple time zones, we understand the need for flexibility and aim to provide that for our team members. We are committed to fostering a healthy work-life balance, and we prioritize both flexibility and balance as essential to our team's success.

We are proud to offer a 7% (of gross pay) employer contribution to a 401K account; subsidized health and dental care insurance for self and family; employer-paid life, short- and long-term disability insurance; and paid sick and annual leave.