



American Wind Wildlife Institute Job Opportunity Director of Outreach and Communications

Location: Remote; if based in the Washington, DC area, there may be opportunities to work out of AWWI's DC office

Full-time Position

Posted November 11, 2021; Open Until Filled

Position Overview: The American Wind Wildlife Institute (AWWI) seeks an experienced professional to join the AWWI leadership team as the Director of Outreach and Communications. The Director will work closely with the Executive Team, including AWWI's Executive Director, Director of Research, and Director of Programs and Operations, to guide the leadership and strategic direction of the organization.

The Director will refine, expand, and execute AWWI's comprehensive outreach and communications strategy in furtherance of AWWI's mission, strategy, and goals. This is an exciting time for AWWI, with a recently expanded scope to address wind and solar energy. The Director will support the rebranding and strategic changes to the outreach and communications program associated with the expanded organizational scope.

This position will lead AWWI's outreach and communications team and efforts, including outreach, marketing, media engagement, web presence, stakeholder engagement, education, and other outreach and communications activities to increase AWWI's reach to key audiences. AWWI's approach requires working closely with topic area experts to communicate scientific information and create targeted messaging. Stakeholders include members of the renewable energy industry, conservation/science organizations, state and federal decision makers, and researchers.

This is an exciting opportunity to work in an expanding and solutions-oriented field – the dynamic intersection of renewable energy and wildlife conservation – with many of the nation's top renewable energy producers and conservation and science leaders. This position will report to the Executive Director.

About AWWI: AWWI is an independent, nonprofit partnership of leaders in the renewable energy industry, wildlife management agencies, and science and conservation organizations who collaborate to identify and mitigate impacts of renewables on wildlife and their habitats. AWWI works closely with over 35 [renewable industry and conservation partners](#) and many other advisors to build scientific research, strategies and tools, and best practices to inform development and operation of environmentally sound utility-scale wind, and now solar, energy.

Collaboration and rigorous, independent science are fundamental to AWWI's work, with the efforts of our small, energetic team multiplied by the insight, support, and oversight of our Board, Committees, task forces, project partners, reviewers, and contractors. AWWI prioritizes a strategic and nimble approach, which allows us to remain a leader in developing solutions to pave the way for a sustainable, clean energy future where renewable energy and wildlife can both thrive. All team members engage in a

variety of programs, projects, and activities, and a strong belief in our mission and dedication to our work is fundamental to all we do.

Key Responsibilities: The Director's responsibilities will include, but are not limited to:

Program Strategy & Management

- Support rebranding the organization, including helping to identify and lead strategic changes to reach new and expanded audiences
- In coordination with AWWI partners and other key stakeholders, regularly update AWWI's organizational outreach and communications strategy to identify and achieve specific objectives and ensure that program activities aid achievement of AWWI's organizational goals, including amplifying the reach and facilitating implementation of AWWI's work, as well as improving knowledge among stakeholder groups around renewable energy and wildlife science
- Lead work to identify and execute strategies and activities to engage new stakeholders, retain and grow support from current partners and sponsors, and cultivate collaborative relationships
- Evaluate and revise program initiatives and activities based on ongoing audience assessments, feedback, and metrics
- Identify program and project budget and staffing needs, develop project budgets, and manage AWWI staff and consultants

Communications, Engagement, and Messaging

- Working closely with other staff, lead dissemination and amplification of AWWI's research, expertise, and results, including:
 - Identifying key audiences and creating and executing targeted outreach plans
 - Bringing value for partners and collaborators through targeted materials and activities
 - Managing development and distribution of materials, including fact sheets, digital newsletters, presentations, progress reports, etc.
 - Organizing webcasts, workshops, conferences, and training events
 - Collaborating with partner communications leads to understand their audience needs and providing content they can amplify, including supporting their social media and press strategies
- Lead efforts to continuously refine and improve organizational, product-specific, and broader topic messaging
- Identify outlets for effective engagement and support these efforts, including conferences, AWWI-hosted events, and other opportunities to collaborate with key stakeholders
- Lead online engagement, including the website and other online resources
- Coordinate responses to press inquiries and improve and streamline AWWI's media strategy

Fundraising

- Work closely with the Executive Director to support AWWI's fundraising activities, including supporting the development of messaging and materials targeting key funders demonstrating the value of AWWI's work
- Support efforts to secure directed funding for specific outreach and communications activities and projects, including developing funding proposals

Qualifications: We are seeking applicants with the following qualifications:

- Master's degree in communications, outreach, or related field or equivalent work experience
- Minimum of 10 years of experience in outreach, communications, stakeholder engagement, and/or program management; minimum of 3 years of experience in a leadership role

- Sophisticated knowledge of communications strategies targeting different audiences and stakeholder groups
- Ability to cultivate and maintain professional relationships with diverse groups including AWWI team members, industry representatives, researchers, agency personnel, and consultants
- A collaborative team member who is proactive, flexible, and able to manage and prioritize a variety of tasks
- Experience serving in a leadership role and ability to think strategically and develop and implement strategic plans at the programmatic and organizational level
- Experience managing junior staff and contractors
- Exceptional written and verbal communication skills
- Background in environmental and/or biological science highly desired, but not required

Location, Compensation, and Benefits: This position location is flexible, and we welcome candidates who prefer a remote position. If based in the Washington, DC area, there may be opportunities to work out of AWWI's DC office. Candidates must be based in the United States and have authorization to work in the U.S. Salary is commensurate with the experience and skills of a non-profit Director with 10 years of experience. AWWI offers a generous, comprehensive benefits package.

Applications: Please submit a cover letter, resume, and two non-academic writing or other relevant work samples here: <https://awwi.knack.com/jobs>. Only complete applications will be considered. Applications will be accepted until the position is filled. No phone or written inquiries please.

AWWI is proud to be an Equal Opportunity Employer (EOE). We strive to increase diversity, equity, and inclusion (DEI) in all elements of our work and with our partners. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identify, national origin, disability or protected veteran status. We are committed to a policy of nondiscrimination, inclusion, and equal opportunity and actively seek a diverse pool of candidates in this search.