



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

Position: Director, Communications

Location: Ottawa, ON

Supervisor: VP, Communications

Status: Full-time, Exempt from Overtime

OVERVIEW

SFI[®] Inc. is a sustainability leader that stands for future forests. We are an independent, non-profit organization that provides supply chain assurances, delivers conservation leadership, and supports education and community engagement. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous peoples, governments, and universities. SFI standards and on-product labels help consumers make responsible purchasing decisions. Additionally, we oversee the SFI Forest Partners[®] Program, which aims to increase the source of certified forest products, the SFI Conservation and Community Partnerships Grant Program, which funds research and community building, and Project Learning Tree[®], which develops students' appreciation for and knowledge of the environment. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally. SFI believes caring for forests improves everyone's quality of life.

SFI's impact and programs have experienced significant growth in recent years and its work continues to garner attention among diverse audiences. In addition, with the recent addition of Project Learning Tree (PLT) Canada, SFI has an even more extensive network to engage.

The Director of Communications will work closely with the Vice President of Communications, Vice President of Community Engagement and other members of the Communications Team and will engage with the entire SFI staff across multiple program areas. Work will be focused on creating compelling and strategic communications to advance the mission of SFI. In particular, this person will play an important role in integrating PLT Canada communications with SFI as well as managing PLT Canada's communications, government relations, and public relations activities.

ESSENTIAL JOB FUNCTIONS:

1. Lead SFI's communications efforts in Canada including the creation of timely, compelling content that furthers SFI's image as a sustainability leader dedicated to the future of our forests.
2. Lead strategic communications and marketing to advance the goals and the implementation of PLT Canada's strategic plan to grow awareness and support for PLT Canada. Engage with staff on strategic planning, budgeting, and assessments.
3. Provide communications support for cross-cutting initiatives with SFI, such as special reports, national projects, fundraising, policy initiatives, or special events.
4. Lead SFI relations with communications, marketing and PR firms across Canada, looking for opportunities to expand and develop SFI's brand.
5. Support the SFI team in the delivery of other objectives as needed.

EDUCATION (and Green Jobs)

6. Lead communications and outreach on PLT Canada's Green Jobs in Green Spaces initiative, including youth engagement, social media, blog posts, and advertising, working with government on approvals as needed. This includes collecting, writing, and editing engaging stories.
7. Lead the development and oversee the execution of communications plans that employ a full range of communications tools, including traditional and social media, message development and testing, web content, outreach to partners, advertising, and other marketing collateral.
8. Lead PLT Canada Government Relations strategies to leverage and extend relationships beyond the Green Jobs program, identifying new avenues for increased Canadian visibility to further brand awareness.
9. Partner with outside organizations that raise national visibility of PLT Canada and position PLT Canada as a leader in the field of environmental and sustainability education; produce communications materials for recruiting supporters and new partners.

SFI Inc. is an inclusive employer and provides equal employment opportunities to all employees and applicants regardless of race, colour, place of origin, religion, age, gender, or disability.

A job description is a general description of the function and major duties of a job. It may not specify all duties, tasks, and assignments associated with a job. It is not intended to limit or in any way modify the right of management to direct, assign, and control the work of employees in a unit. Accuracy, attention to detail, ability to work effectively in a team environment, and ability to work in an atmosphere of multiple projects and shifting priorities are requirements of all jobs at the Sustainable Forestry Initiative, Inc. Additional job related qualifications may be specified for some openings. Job descriptions are subject to periodic review.

COMMUNITY

10. Manage communications around SFI's community grants and other partnerships within Canada, looking for opportunities to profile the impact of SFI's granting programs.
11. Support communications for SFI Annual Conference including speaker support, program development, outreach and advertising.
12. Work with the Manager, Indigenous and Youth Relations to highlight our Indigenous community projects and look for opportunities to leverage stories.

CONSERVATION

13. Support SFI's overall efforts to promote the value of well-managed forests to conservation outcomes including a focus on climate, water and biodiversity.
14. Manage communications around SFI's conservation grants within Canada, looking for opportunities to profile the impact of SFI's conservation support.

STANDARDS

15. Support SFI's overall efforts to engage brand owners, with a specific focus on the Canadian market, in order to help elevate the value of the SFI label in the marketplace and increase the amount of land certified to the SFI standard in North America.
16. Support SFI's communications regarding standards including the Small-Scale Forest Management Module for Indigenous Peoples, Families and Communities.

QUALIFICATIONS/PERSONAL CHARACTERISTICS:

The ideal candidate will bring:

- A positive attitude and high energy—a person who sees opportunities rather than problems, enjoys working cooperatively in a team environment, and prioritizes the mission over individual agendas.
- Active curiosity and engagement in ongoing learning—having and seeking depth of content knowledge and understanding.
- Outstanding interpersonal skills, emotional intelligence—a good listener and relationship builder
- Superior written and verbal communications skills.
- Ability to manage multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience and a drive for results.
- Experience developing and implementing outreach strategies and marketing campaigns. Ability to execute tactical activities such as news releases, press conferences, media appearances, briefings, and related events.
- Experience with a variety of a traditional and digital communications
- Experience developing and implementing brand message, and coaching staff to use consistently
- Experience in selecting and effectively managing outside firms/consultants
- Expertise in developing and administering budgets
- Ability to use independent judgment, reflecting professional understanding of current trends, best professional practices, technological developments, and emerging opportunities
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint).
- Digital and design skills are an asset.
- Ability to travel up to 20% of time.

EDUCATION/EXPERIENCE REQUIREMENTS:

- University degree in communications, journalism, natural resources, sustainability, or related field.
- At least five years working in communications or marketing, including experience leading projects and strategies.
- Familiarity with forest sustainability issues in the Canada and U.S. is an asset.
- Bilingual preferred.

HOW TO APPLY

- To apply for this position, email a resume, cover letter and writing sample (500-1000 words) to the attention of Daniel Pellegrom, at jobs@sfiprogram.org. Subject line should say "Application: Director, Communications". Applications will be accepted until the position is filled.

SFI Inc. is an inclusive employer and provides equal employment opportunities to all employees and applicants regardless of race, colour, place of origin, religion, age, gender, or disability.

A job description is a general description of the function and major duties of a job. It may not specify all duties, tasks, and assignments associated with a job. It is not intended to limit or in any way modify the right of management to direct, assign, and control the work of employees in a unit. Accuracy, attention to detail, ability to work effectively in a team environment, and ability to work in an atmosphere of multiple projects and shifting priorities are requirements of all jobs at the Sustainable Forestry Initiative, Inc. Additional job related qualifications may be specified for some openings. Job descriptions are subject to periodic review.