



# SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

**Position:** Manager, Production & Marketing

**Supervisor:** Sr. Director, Communications & Marketing (Vanessa Bullwinkle)

**Location:** Washington, DC

**Status:** Full-Time, Salaried, Exempt from Overtime

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At the Sustainable Forestry Initiative® Inc. (SFI), we believe that sustainable forests are critical to our collective future. SFI® is a sustainability leader through our work **in standards, conservation, community, and education**. As an independent, non-profit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally.

SFI's Education pillar (department) operates Project Learning Tree®, an award-winning environmental education program that advances environmental literacy, stewardship and career pathways using trees and forests as windows on the world. The education program offers a wide range of fun and engaging activities, suitable for all ages and settings, to help teach youth about trees and forests. We also provide high-quality professional development and multi-disciplinary supplemental curriculum correlated to academic standards to help teachers integrate teaching about the environment into their lesson plans and become comfortable teaching outdoors. Our 50-state and international network helps deliver PLT's programming, products, and state-specific resources to educators and youth. The program supports building forest literacy among youth, inspiring them to become environmental stewards and building their career pathways in the forest and conservation sectors.

The Education pillar has published a collection of books for PreK-12 educators and recently released *Explore Your Environment: K-8 Activity Guide*, a comprehensive new resource for teachers and nonformal educators to connect children to nature and increase their knowledge and understanding about the environment. In 2022, the Education pillar will launch *Trees & Me*, activities for educators and parents to explore nature with young children ages 1—6 and *The Journey of Black Professionals in Green Careers* guide for 15—30-year-old Black Americans, and high school guidance counselors, college/university recruitment professionals, youth group leaders, and employers. In addition, there will be a variety of new digital products and online learning opportunities to launch and promote.

The Manager, Production & Marketing will manage the production of the Education pillar's new products, bring them to market in multiple places, create positive buzz surrounding each product launch, and create and manage targeted marketing and publicity campaigns. They will also provide support for compelling and strategic communications content that advances the mission of SFI and the goals of PLT.

## **ESSENTIAL JOB FUNCTIONS:**

- Create print specifications, bid out print jobs, coordinate paper donations, proactively track production schedules, and provide notice of future deliverables.
- Plan and execute product launches, publicity campaigns, marketing tactics and advertising strategies to generate product sales and help drive growth.
- Craft promotional messaging, and assist with content creation across marketing channels and the production of marketing collateral, for example, galleys, promotional videos, postcard mailings to bookstores, social media content, blogs, articles for newsletters, etc.
- Help develop and oversee the execution of other communications plans and targeted marketing campaigns that employ a full range of communications tools, including traditional and social media, message development and testing, web content, and advertising.

- Help PLT's 50-state network improve and grow their marketing efforts by creating communications toolkits, for example, and expand PLT National's outreach to partners for cross-promotions,
- Drive more qualified traffic to the PLT website and e-commerce, use automations and segmentation to personalize and scale our marketing, keep messages relevant and timely, and increase conversion rates.
- Effectively utilize data across our customer journey, analyze the impact of our communications and marketing strategies and adjust as necessary.

**SUPERVISORY RESPONSIBILITIES:**

This position will not initially have direct employee supervisory responsibilities.

**WORK ENVIRONMENT:**

The Manager of Production and Marketing will initially work remotely due to COVID-19 but will be expected to report to the downtown Washington, D.C. office when in-person business functions resume. This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, and printers.

**PHYSICAL DEMANDS / TRAVEL REQUIREMENTS:**

Physical requirements include ability to work from a desk at a computer for prolonged periods of time. This position requires occasional travel within the US and Canada, up to 10% of the time.

**EDUCATION/EXPERIENCE REQUIREMENTS:**

- Graduate of an accredited 4- year college or university, with a degree in Marketing, Communications, Public Relations, or related field.
- Minimum of five years working in communications or marketing field
- Previous experience planning and implementing communications and marketing campaigns.
- Experience working with social media in a professional capacity.
- Experience in the environmental education, forestry or natural resources sectors is preferred.
- Graphic design experience with Adobe Photoshop and/or InDesign is a plus.
- Secondary language skills a plus.

**QUALIFICATIONS/PERSONAL CHARACTERISTICS:**

The ideal candidate will bring:

- Excellent project management skills and ability to balance multiple priorities
- Excellent proof-reading skills
- Excellent written and verbal communication skills
- Uncompromising attention to detail and high level of accuracy
- Ability to work under pressure, establish work priorities, and multi-task
- Ability to work with short deadlines, and deliver on set milestones
- Initiative and flexibility
- Resourcefulness, ability to consider and evaluate problems and produce viable solutions
- Strong organizational skills, attention to detail, and the ability to effectively plan and prioritize work, and meet deadlines.
- Ability to act both independently and work cooperatively and flexibly as part of a team.
- A professional, positive, and friendly attitude and high energy.
- Creative, results-driven mindset.
- Proficiency with Microsoft Office suite.

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## **HOW TO APPLY**

To apply for this position, email a resume and cover letter to the attention of VANESSA BULLWINKLE, at [careers@forests.org](mailto:careers@forests.org). Subject line should say "Application: MANAGER, PRODUCTION & MARKETING". Applications will be accepted until November 15, 2021, or until the position is filled.

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SFI Inc. is proud to provide our employees with a collaborative, dynamic, and rewarding professional experience, with a competitive compensation and benefits package and growth opportunities. We are committed to creating a diverse environment and being an equal opportunity employer. Our team represents a broad range of cultures, education, disciplines, and work and life experiences, and we strive to leverage these differences in our daily work. We will not discriminate against any employee or applicant on the basis of race, color, national origin, religion, age, gender, gender identity or expression, sexual orientation, disability, or any other protected characteristic. We believe in creating an empowered and supportive team that is committed to advancing sustainability through forest-focused collaborations.

Learn more about [SFI Staff Culture](#) and read our [Diversity, Equity and Inclusion Policy](#).

