



THE 360 GROUP
— EXPECT THE UNEXPECTED —

Institute for Sustainable Communities

Director of Communications Position Description & Candidate Profile

Director of Communications

Location

Flexible, with a slight preference for Washington D.C. to New York corridor

Reports to

President

Our Client

The Institute for Sustainable Communities (ISC) is in the business of unleashing the power of people to transform their communities in the face of climate change. ISC's mission is to help communities around the world address environmental, economic, and social challenges to build a better future shaped and shared by all.

Since its founding in 1991 by former Vermont Governor Madeleine M. Kunin and George Hamilton, ISC has led transformative, community-driven projects supporting a community's ability to meet challenges head-on across the globe. The operating budget has ranged from \$7 to \$10 million over the last 5 years; there is a strong 13-member Board of Directors, a global staff of 55, and aggressive growth goals. ISC's new President, Deeohn Ferris, is the first African American woman to lead a U.S.-based international climate change organization.

Focusing on community resilience, cities, and factories, ISC's unique approach ensures that solutions emerge from within the community, rather than being imposed from the outside. Equity and inclusion, partnerships, civic engagement, institutional development, and peer learning are essential elements to achieving sustainability. These elements depend on creating and maintaining high-trust relationships, based on good information, open communication, generosity, listening, and respect. With these values in mind, the core of the ISC model is to share international best practices and experience, provide technical expertise and training, and build the capacity of local organizations. Through this critical work, ISC is sparking creative solutions and lasting change.

In the U.S., ISC has been accelerating climate and sustainability solutions through both regional collaboration and community driven solutions – with a particular focus on the most vulnerable communities and populations. Programs such as the

[Partnership for Resilient Communities](#) focus on building the capacity of local community leaders in traditionally underserved communities, so they can not only bounce back quickly, but bounce forward to improved environmental, social and economic health and wellbeing. Through regional collaboration programs, such as the [SE Florida Climate Compact](#), ISC is connecting cities and counties to share best practices, data, decision-making, and resources to address common climate risks.

In Asia, ISC's diverse portfolio includes programs [Advancing Industry's Potential to Drive Change](#), including public-private partnerships establishing entrepreneurial training centers in China, India, and Bangladesh that have trained more than 40,000 factory managers in all aspects of sustainable manufacturing – including energy efficiency, water stewardship, chemicals and wastewater management, and worker health and safety. Recognizing the importance of building the resilience of manufacturing communities, ISC is a co-implementer of the [Women + Water Alliance](#) that is changing how water is managed sustainably, as a shared, public resource across the apparel value chain – from communities in cotton growing regions to those surrounding fabric mill producers and garment factories.

ISC is committed to the values of equity and inclusion. Adverse climate effects disproportionately affect vulnerable, under-represented communities. ISC's ground-up approach puts these values at the core of the organization and its work. We invite you to learn more about the Institute for Sustainable Communities at <https://sustain.org>.

Position Responsibilities

Reporting to the President and CEO, and serving as an integral member of the senior management team, the Director of Communications will contribute creative, dynamic, and forward-thinking communications strategy to promote the fulfillment of ISC's vision and mission. The Director will enhance and develop a robust, multi-channel communications program for ISC, directly managing communications activities that enhance ISC's position as a thought leader and actor in embedding equity in the discourse of the climate and sustainability fields. The Director of Communications will be responsible for the development, integration, and implementation of a broad range of communications, media and public relations strategies with regard to the strategic direction and positioning of ISC, its leadership, and its role.

More specifically, the Director of Communications will be responsible for:

- The development and implementation of a comprehensive, integrated strategic communications program that will leverage new and traditional media (as well as emerging channels) to elevate the profile of ISC
- Building and maintaining strong media relationships to improve breadth and depth of media coverage about the work and impact of ISC's grantees and partners
- Working in collaboration with others, identifying potential opportunities to showcase the work and leadership of ISC, its grantees and partners
- Providing thought leadership on how best to position ISC's demonstrated impact to influence a broader audience of those interested climate, sustainability and equity
- Connecting the stories of communities and populations most vulnerable to the impacts of climate change, with the historical discrimination and structural constraints (such as racism in the U.S., and gender and economic discrimination in Asia) that have fostered the disparities and vulnerability, consistent with ISC's equity statement of values
- Guiding and implementing dynamic online communications strategies, including building and maintaining ISC's presence on the appropriate social media channels
- Overseeing the day-to-day activities of the communications function, including budgeting, planning and staff development; managing the use of consultants, as needed
- As a member of the senior management team, participating in planning, managing, and evaluating ISC's overall performance

Profile of the Successful Candidate

The Director of Communications will have a proven track record in the development and implementation of integrated communications programs, strategic communications, digital marketing, branding, and message framing and positioning. The successful candidate will be creative and entrepreneurial, with the ability to deliver innovative communications ideas and solutions that serve the goals of the entire organization. ISC seeks a professional with superb communications and presentation skills, along with an effective interpersonal manner that combines an appreciation for ambiguity with a problem-solving instinct. As a key leader of the organization, ISC will appreciate a Director of

Communications who knows how to think across the organization consistently, tying one's own function to the broader organizational strategy. Finally, the successful candidate will have a deep commitment to equity, a strong work ethic with high personal and professional standards of transparency and accountability.

More specifically, ISC seeks a professional who has:

- Bachelor's degree and 10 years' experience with progressive responsibilities including senior leadership experience
- Outstanding writing skills, with an ability to create compelling, persuasive narratives that are strategically focused
- Deep understanding of and appreciation for the mission and day-to-day work of ISC as well as an understanding of the broader field in which it operates
- True understanding of racial equity and the ability to message equity effectively; this includes talking about equity within different cultures where it may mean different things
- Fluency with state-of-the-art communication technologies, including website management and social media platforms
- Ability to translate ISC's strategy into relationships and unparalleled results that fulfill ISC's communications goals
- Exceptional interpersonal and management skills
- Ability to make decisions in a dynamic environment, with an appreciation for how future needs may affect those decisions, especially with respect to evolving communications platforms, themes and styles
- A willingness to iterate a strategy and approach, with the ability to recognize the need to course-correct as necessary
- Demonstrated ability to work effectively with a broad range of diverse groups as evidenced by excellent listening and communication skills, balanced and reasoned approaches to problems, ability to inspire trust and confidence, and flexibility and openness to differing points of view

Additionally, the successful candidate will likely have:

- Advanced degree with at least 10 years of senior management experience in either the nonprofit, government, or private sector

- Experience in communications supporting issues relevant to systemic racism, equity, health, climate change, environmental justice, and/or sustainability
- Experience working in a global context

Start Timeframe

We seek to have someone in place by Winter 2020.

Compensation

This position offers a competitive salary and includes a comprehensive benefits package. We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.

To Apply

All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

<https://the360group.us/portal/>

Applications should be directed to the attention of Maureen Capitolo, Principal. Applications will be reviewed on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.

Learn more about The 360 Group at the360group.us.