



POSITION ANNOUNCEMENT: DIRECTOR OF COMMUNICATIONS AND PUBLISHING

Grand Canyon Association, a 501(c)(3) nonprofit organization, is seeking qualified candidates for the position of Director of Communications and Publishing.

Founded in 1932, Grand Canyon Association (GCA) is Grand Canyon National Park's official nonprofit partner raising private funds to benefit Grand Canyon National Park, operating retail shops and visitor centers within the park, and providing premier educational opportunities about the natural and cultural history of the region.

GCA has an annual budget of \$7 million, and employs approximately 50 people. Operations are located primarily at the South Rim of Grand Canyon National Park, with additional offices located in Flagstaff, Arizona approximately 90 miles away. Communications, Marketing, and Publishing activities operate out of the Flagstaff office.

POSITION OVERVIEW

The Director of Communications and Publishing position requires a dynamic leader to assume both strategic and tactical responsibilities in GCA's overall communications, marketing, and oversight of the publishing program.

Reporting to the Executive Director/CEO and serving as an integral member of the senior management team, the position will be responsible for the development of GCA's marketing and communication strategy and directing a program of print and electronic publications including niche trade books, scholarly books, and GCA internal and external communications.

Candidates for the position should possess a high level of knowledge, experience (at least seven years), and technical and professional skills related to the fields of communications, marketing, and publishing. Candidates must have a demonstrated track record of effective oral and written communication. This position will work in collaboration with other staff members, board members, and National Park Service staff who participate in association activities.

PRIMARY RESPONSIBILITIES

Management

- Provide clear and compelling program leadership, including the ability to articulate and implement a vision and strategy
- Oversee the performance of contract personnel engaged in design or development of creative content, such as photographers, graphic designers, authors, editors, artists, digital media developers, printers, and others
- Meet profit & loss project goals and develop and manage the department budget
- Effectively supervise a full-time Publishing Manager
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis

Marketing and Communications

- Develop and implement an integrated strategic marketing and communications plan to advance GCA's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its programs across key stakeholder audiences
- Create a marketing/public relations strategy that will allow GCA leadership to cultivate and enhance meaningful relationships with targeted, high-level, external audiences including the media and key influencers
- Oversee development of all GCA's written communications including the annual report, marketing collateral materials, and electronic communications including GCA's website and new media; manage relationships with associated vendors
- Exercise judgment to prioritize media opportunities and prepare talking points, speeches, presentations, and other supporting material as needed
- Actively engage, cultivate, and manage press relationships to ensure coverage of GCA's programs, special events, public announcements, and other projects
- Oversee the day-to-day activities of the communications function including budgeting, planning, and staff development

Publishing

Provide oversight to the Publishing Manager who is responsible for all aspects of book and other product development from conception to completion. The Director oversees the development of publications that meet National Park Service interpretive and educational objectives as well as GCA's internal and external publications.

DESIRED QUALIFICATIONS

- Bachelor's degree in related field required; an advanced degree is preferred
- Demonstrated experience and leadership in managing a comprehensive strategic communications, publishing, media relations, and marketing program to advance an organization's mission and goals
- A minimum of seven years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications
- Experience managing the publishing of books
- Demonstrated successful writing and editing experience with a variety of print and online communications media
- Passion for the mission of GCA and Grand Canyon National Park
- Experience in, and enthusiasm for, developing new media technologies
- Proficient in interactive marketing, including website platforms, social media, online and other digital formats.
- Innovative thinker, with a track record for translating strategic thinking into action plans
- Excellent judgment and creative problem solving skills, including negotiation and conflict resolution
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with GCA's staff and Board of Directors, National Park Service staff, the media, and the general public
- Knowledge of editing conventions, including the Chicago Manual of Style and AP Stylebook
- Proficient in both PC and Mac environments
- Willingness to work a flexible schedule including periodic evenings or weekend travel

COMPENSATION

This is a full-time, benefit eligible, exempt position. Salary is commensurate with experience. GCA provides a comprehensive benefits package. As a full-time employee, you will be eligible for a broad array of benefits including vacation and holiday pay; sick leave; employer-supplemented health benefit package including medical, dental, vision, and health savings account (HSA) plan; employer-paid long-term disability and life insurance; employer-paid 401(a) retirement plan; employer-supplemented 403(b) group retirement plan; employee assistance program; and discounts in our retail stores.

To learn more about Grand Canyon Association visit our website at www.grandcanyon.org. General information about the park can be found at <http://www.nps.gov/grca/faqs.htm>.

TO APPLY

Well-qualified applicants should send a resume and compelling letter of introduction describing your suitability for the position to:

Grand Canyon Association, Laura Jones
ljones@grandcanyon.org
P.O. Box 399, Grand Canyon, AZ 86023
Phone: 928-638-7150 Fax: 928-638-2484

In addition, please complete and submit the job application found at http://www.grandcanyon.org/employment/GCA_application_for_employment.pdf

Grand Canyon Association is an Equal Opportunity Employer