



## **Chief Marketing Officer**

The National Forest Foundation (NFF) seeks a highly accomplished, data-driven, results-oriented Chief Marketing Officer to develop and manage marketing and strategy and lead all marketing efforts.



## ORGANIZATION BACKGROUND

The National Forest Foundation (NFF) works with communities and organizations to conserve and enhance the watersheds, wildlife habitats, wild places, and recreational opportunities across our 193-million-acre National Forest System.

With a \$50 million annual budget, the NFF seeks to rapidly grow its impact and financial contributions to its partners.

The NFF is a leader in creating measurable, long term positive impacts on National Forests. Through direct field work on forest restoration and recreational infrastructure, hands-on conservation programs, facilitation, grant programs, and more, the NFF leads forest conservation efforts and promotes responsible recreation. These lands, and all they provide, are an American treasure and are vital to the health of our communities.

The culture of the NFF is entrepreneurial, creative, business orientated, and fun. The NFF is a passionate proponent for people experiencing and appreciating their National Forests through recreational activities that build strong, meaningful connections to place and purpose.

As such, the NFF inspires the American public and the business community in the best ways to think about, value, conserve, and support the National Forest System.

**The NFF is the leading organization inspiring personal and meaningful connections to our National Forests, the centerpiece of America's public lands.**

# POSITION OVERVIEW AND RESPONSIBILITIES

The Chief Marketing Officer (CMO) reports directly to the Chief Executive Officer (CEO) to lead brand, marketing, and external communications as a member of the senior leadership team. This team leader is responsible for raising the profile of the NFF and engaging stakeholders to meet brand, growth, and fundraising goals. The CMO will lead marketing strategies to complement the organization's objectives and strengthen the NFF brand, as well as build public awareness of the National Forest System.

Marketing efforts should drive an increase in contributions from high-net-worth individuals, corporations, foundations, and public partners while increasing public engagement in the NFF's community-based and regional programs. The CMO must envision and manage a highly qualified team to develop markets, drive demand, recruit partners, and improve recognition of NFF programs. They will be responsible for understanding the needs of the NFF program participants and funding partners. They also must partner with other internal leaders to ensure that external messaging reflects internal work (i.e., equity and inclusion, conservation efforts).



# Focus Areas



## Focus Area 1: Sales and Marketing Strategy

- Develop and implement a strategic plan for marketing all NFF fundraising campaigns and conservation programs.
- Lead marketing strategy and provide input on potential growth opportunities, such as contributions from special events.
- Drive all media and public relations strategies, activities, and opportunities, including social media.
- Support development team efforts to develop and execute a customized fundraising strategy for foundations, corporations, individuals, and in-kind organizations.
- Determine the best program mix for generating awareness and acquiring new customers, and improve strategy continuously by measuring performance, adjusting the channel mix and messages as necessary, experimenting with approaches spanning SEO/SEM, social media, and other nontraditional media channels to drive awareness and interest in the NFF.

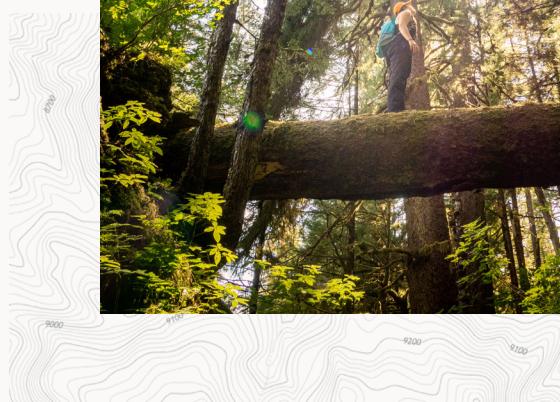
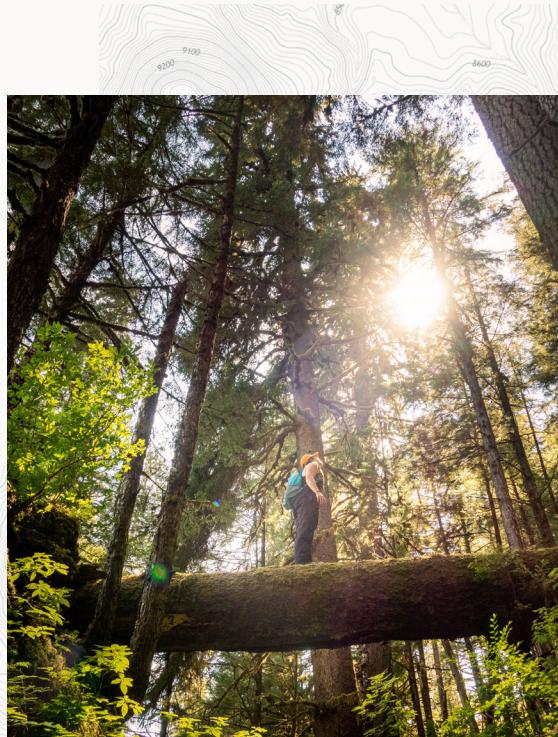


## Focus Area 2: Management and Alignment

- Oversee all marketing publications, including website, social media, annual reports, and promotional and philanthropic materials.
- Coordinate and supervise external agencies and vendors in support of marketing and public relations, and ensure marketing efforts, investments, and campaigns achieve the desired results.
- Develop, supervise, and mentor the marketing and communications teams; oversee each respective team's budget.

## **Focus Area 3: Brand Development and Stewardship**

- The NFF seeks to overhaul and enhance its brand recognition and the CMO will be responsible for auditing, enhancing, and measuring the impact of the NFF's brand development work.
- Manage the NFF's brand and ensure that it reflects the NFF mission to "bring people together to restore and enhance our National Forests and Grasslands."
- Manage all brand, licensing, trademark, partnership, cause marketing, and other opportunities.
- Collaborate with NFF stakeholders to advance and promote the NFF brand while honoring and developing their passion for the centerpiece of America's public lands.
- Define and implement operational metrics, KPIs and other measurements of success that quantify, optimize, and continually improve efficiency and effectiveness of marketing programs, tactics, and strategy.



## **Focus Area 4: Stakeholder Insight and Analysis**

- Collect quantitative and qualitative data to inform business decisions, program and project prioritization, and fundraising strategy.
- Understand donor segmentation across NFF fundraising streams, including key donor insights and needs, NFF program performance, and market position.
- Direct research to inform and set pricing for fundraising and special events.
- Provide input on better serving existing and new donor bases and growth opportunities.

## Focus Area 5: Cross-Functional Leadership

- Report to the CEO and build strong relationships with the NFF Executive Committee Board Members, Board of Directors, and National Forest Leadership Council.
- Work with NFF regional staff to develop, implement, and communicate programmatic priorities to ensure alignment of external communications with NFF programming and fundraising strategy.
- Manage media and PR with regional staff to enable consistent yet regionally customized NFF brand messaging.
- Work with the Chief Financial Officer and other NFF leadership to prioritize the marketing and communications budgets.





# Desired Experience and Competencies

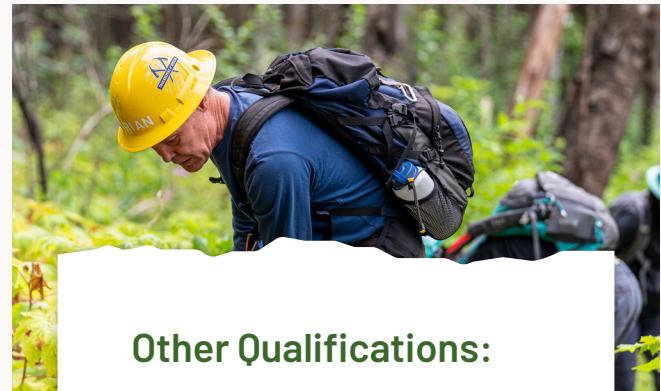
## Abilities and Skills

- Proven experience in complex corporate branding and marketing leadership
- Deep knowledge of current marketing technology tools
- Ability to work with a wide range of people with differing and sometimes conflicting opinions, and maintain neutrality at all times
- Ability to collaboratively manage, work, and network across functions, departments, volunteers (board members, leadership council members, etc.), and broad external audiences
- Ability to work well and be flexible in a team-oriented environment
- Ability to represent the NFF in a clear and professional manner through excellent written and oral communication and interpersonal skills
- Ability to plan, articulate, garner support, and implement an annual marketing strategic plan, including metrics for success
- Ability to embrace, support, and demonstrate a commitment to diversity, equity, and inclusion, ideally including a track record of building inclusive teams and understanding the role of equity in team-building processes
- Outstanding communication skills in writing, presentations, phone calls, and coworker interactions

## Education and Qualifications

- Data-driven, results-oriented marketing professional with 15+ years of experience across a suite of marketing skills, including key partnership management, strategy development, digital strategy, and word-of-mouth channels

- Deep experience in corporate marketing and branding highly desired
- Strong leadership and management skills, particularly in gaining consensus with different experience levels and personality types while inspiring staff via mentoring, development, and empowerment
- Deep experience with demand generation and market development, pricing, recruiting and sales, social media, public and media relations, and crisis communication
- Master's degree in marketing or a related field or equivalent demonstrated work experience and accomplishment
- Commitment to the mission of the NFF and familiarity with the U.S. Forest Service purpose and National Forest lands management



## Other Qualifications:

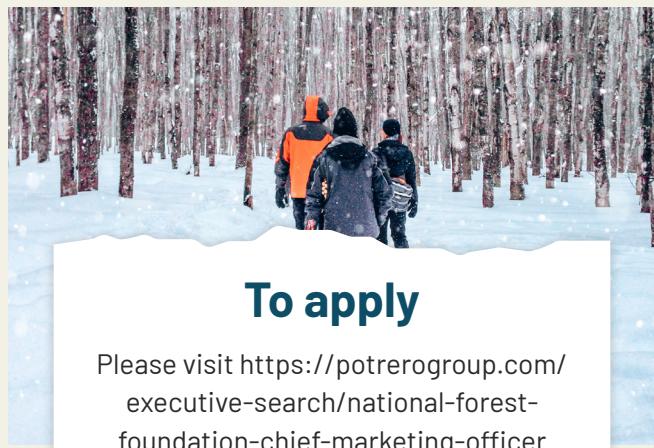
- Flexibility to work some evenings and weekends
- Ability to work well remotely and with geographically distributed teams
- Ability and willingness to travel across the National Forest System

# COMPENSATION

A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. The anticipated annual salary range for this position is \$175,000–\$200,000.

# LOCATION

The location for this position is flexible. Applicants must be able to travel regularly. This position can be a remote/work from home position but requires reliable internet access.



## To apply

Please visit <https://potrerogroup.com/executive-search/national-forest-foundation-chief-marketing-officer> and select “Apply.” Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.

Interested candidates should apply by November 11, 2022 for priority consideration.

## Start date

Winter–Spring 2023





All images courtesy of the National Forest Foundation

## ADDITIONAL INFORMATION

More information on the National Forest Foundation can be found at <https://www.nationalforests.org>.

**For additional information regarding this opportunity, please contact**

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### The NFF is an Equal Opportunity Employer.

The NFF is committed to creating and fostering a welcoming, equitable, and inclusive environment for all our past, present, and future staff and partners. We seek to celebrate the breadth of diversity represented within our community while keeping our focus on the important work we do together to create spaces made with everyone in mind.

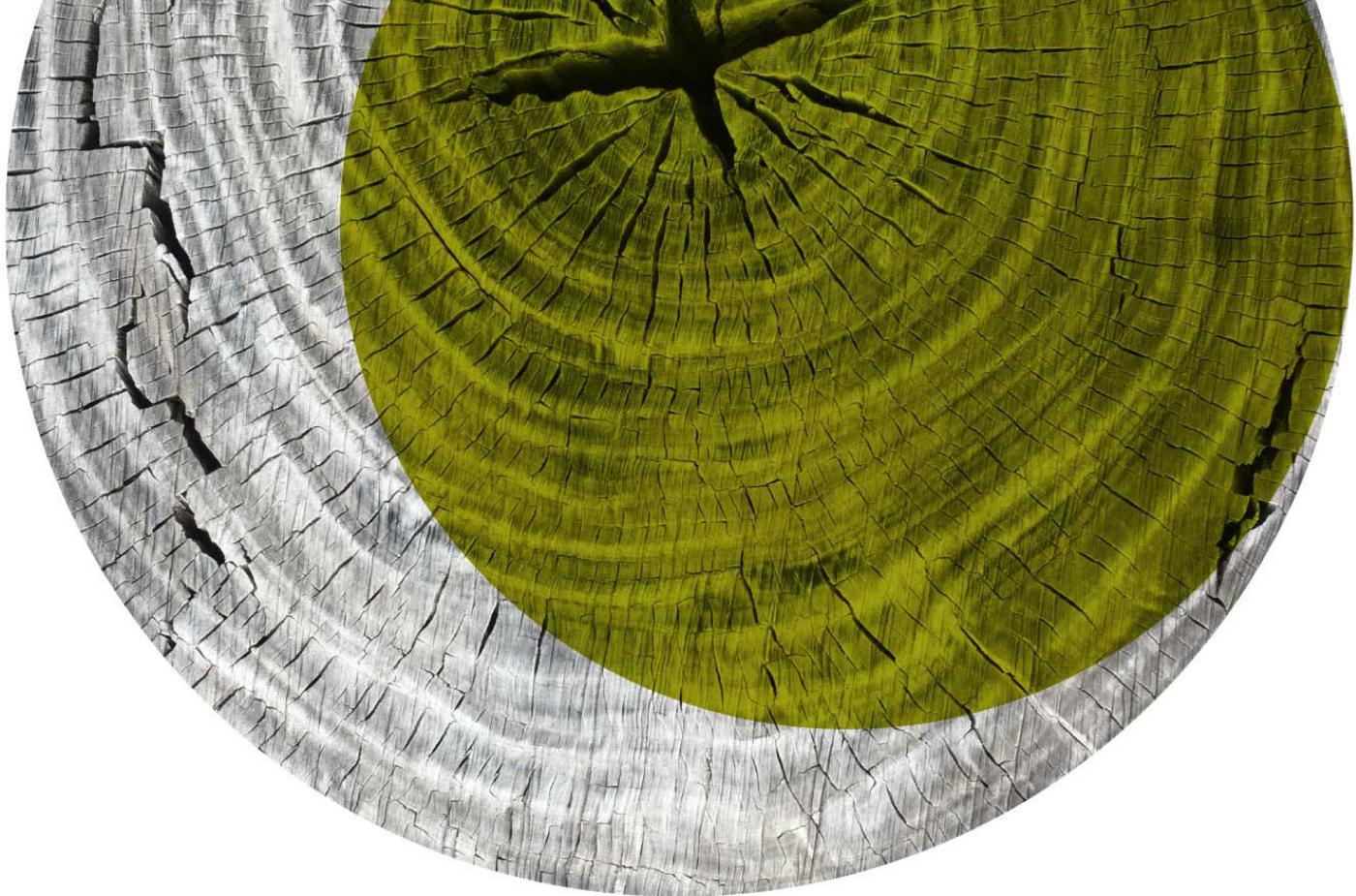
Recruiting and retaining a diverse workforce is a high priority. The NFF is committed to building a diverse community that includes people from all backgrounds. The NFF does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity or expression, age, genetic information, veteran status, or disability unrelated to job or admission requirements.

### Mission

Bring people together to restore and enhance our National Forests and Grasslands.

### Values

Working with the U.S. Forest Service and partners, our core values are to unite, restore, engage, sustain and add value in order to leverage our best thinking, conservation capacity, and community action to measurably improve the health of our National Forests and Grasslands.



Potrero Group is honored to coordinate this search on behalf of the National Forest Foundation. Supporting a world-class conservation organization is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world.

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