



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

**Position:** Director, Sales & Marketing

**Supervisor:** VP, Communications

**Location:** Washington, DC or Ottawa preferred, but flexible in the US and Canada

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

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At the Sustainable Forestry Initiative® (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 is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally. Learn more about SFI at [www.forests.org](http://www.forests.org).

Through Project Learning Tree (PLT), SFI offers a wide range of fun and engaging environmental education, forest literacy, and career pathways resources that help educators teach youth about forests and trees, and that engage youth in pursuing green careers in the forest and conservation sector. SFI is supported in part by an active and engaged network of coordinators that help to deliver programming and resources within their own geographic regions. Learn more about PLT at [www.plt.org](http://www.plt.org).

Examples of PLT resources include:

- [Explore Your Environment: K-8 Activity Guide](#): a comprehensive resource for teachers and nonformal educators to connect children to nature and increase their knowledge and understanding of the environment.
- [Trees & Me](#): activities for educators and parents to explore nature with young children ages 1 to 6.
- [The Forest Literacy Framework](#): translates the language of forests and sustainable forest management into 100 concepts for Grades K-12, organized into four themes: What is a forest? Why do forests matter? How do we sustain our forests? What is our responsibility to forests?
- [The Journey of Black Professionals in Green Careers](#): (soon to be released) guide for 15- to 30-year-old Black Americans, high school guidance counselors, college/university recruitment professionals, youth group leaders, and employers.
- [A Guide to Green Jobs in Canada: Voices of Indigenous Professionals](#): a collection of first-person stories from 12 First Nations and Inuit leaders working in the forest, conservation and parks sectors across Canada.
- And much more!

## **BENEFITS:**

SFI is proud to provide our employees with a collaborative, dynamic, and rewarding professional experience, with a competitive compensation and benefits package and growth opportunities. Our benefits include (but are not limited to):

- Medical, dental, and vision coverage for you and your family.
- Retirement plan with generous employer contribution and additional matching contribution.
- Paid time off – generous vacation policy increasing with experience, 12 sick days annually, all federal holidays, plus 4 floating holidays annually that may be used to observe additional religious, cultural, or traditional occasions that are meaningful to you.
- Educational assistance and investment in professional development.

## **ABOUT THE POSITION:**

The Sales and Marketing Director will lead SFI's marketing strategy to bring PLT environmental education, forest literacy, and career pathways products to market in several geographies (including Canada and the U.S.). The Sales and Marketing Director will also create and manage targeted campaigns to increase engagement, utilization, and sales of said resources. The successful candidate will also contribute compelling and strategic communications content that supports more broadly the mission of SFI to advance sustainability through forest-focused collaborations, and the goals of Project Learning Tree (PLT). This position reports to and works closely with SFI's VP, Communications.

## **ESSENTIAL JOB FUNCTIONS:**

- Develop sales and marketing strategy for SFI educational (i.e. PLT) tools, and support marketing of other programs and resources, such as SFI's new Urban and Community Forest Management Standard, and the Annual Conference.
- Plan and execute product launches, outreach actions, publicity campaigns, marketing tactics, and advertising strategies to generate product sales and help drive growth.
- 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.
- Work closely with technology team and broader communications team to refine e-commerce platforms and processes.
- Drive qualified traffic to the PLT website, using automations and segmentation to personalize and grow engagement, keeping messages relevant and timely, and increasing conversion rates.
- Effectively analyze and interpret data, generate useful reports, and provide recommendations for improving marketing strategy and tactics.
- Support the development of marketing content, such as promotional videos, social media posts, blogs, newsletters, and more.
- Help PLT coordinators and others improve and grow their support of PLT marketing efforts by creating communications toolkits (for example) and by identifying and increasing outreach to new potential coordinators.
- Establish print specifications, solicit print quotes, coordinate paper donations, and proactively track production schedules.

## **SUPERVISORY RESPONSIBILITIES:**

This position will initially have one direct report: Manager, Bilingual Communications.

## **PHYSICAL DEMANDS / TRAVEL REQUIREMENTS:**

Physical requirements include ability to work from a desk at a computer for prolonged periods of time; occasional lifting/carrying of up to 15 pounds. Subject to sitting, standing, reaching, walking, twisting, and kneeling to perform the essential functions.

This position requires occasional travel to the U.S. and Canada, up to 15% of time.

## **COVID-19 PROTOCOLS:**

Employees based in the Washington, DC and Ottawa, Ontario regions will be expected to report to the local offices several days a week. We strongly encourage employees to get vaccinated against COVID-19. You will be asked to either provide proof of COVID-19 vaccination or wear a mask while in SFI's offices.

## **EDUCATION/EXPERIENCE REQUIREMENTS:**

- Graduate of an accredited 4-year college or university, with a degree in Marketing, Communications, or related field.
- Minimum of five years working in marketing field.
- Demonstrated prior experience bringing educational products to market and growing sales.
- Experience with educational channels and how to provide educators with desired resources.
- Previous experience planning and implementing marketing campaigns with demonstrable results.
- Experience working with social media in a professional capacity, including managing ads and campaign platforms (including Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube).
- Experience with email marketing platforms and managing drip campaigns.
- Ability to interpret sales and marketing data and generate intuitive and useful reports.

## **QUALIFICATIONS/PERSONAL CHARACTERISTICS:**

The ideal candidate will bring:

- Demonstrated ability to be a problem solver and a utility player
- Superior written and verbal communications skills
- Positive attitude and high energy, enjoyment working cooperatively in a team environment, and will prioritize the mission over individual agendas
- Innovation and creativity and be able to work collaboratively across SFI's four pillars of standards, conservation, community, and education
- Experience building positive and collaborative relationships with partners and stakeholders
- Track record for managing multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience, and a drive for results
- Excellent organizational skills with attention to detail and the ability to effectively plan, analyze, and meet deadlines
- Proficiency with Microsoft Office suite (particularly Outlook, Word, Excel and PowerPoint)
- A sound work ethic with the ability to act both independently and as part of a team
- Experience with Salesforce (or a comparable CRM) is preferred.
- Graphic design experience with Adobe Creative Suite, including Photoshop and/or InDesign, is a plus.
- Secondary language skills is a plus.
- Direct experience in the forestry, natural resources, or education sectors is a plus.

## **HOW TO APPLY:**

To apply for this position, email a resume and cover letter to the attention of David Folkerson, at [careers@forests.org](mailto:careers@forests.org). Subject line should say "Application: Director, Sales and Marketing". Applications will be accepted until July 30, 2022, 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](#), read our [Diversity, Equity and Inclusion Policy](#), and review our [Indigenous Relations Commitment](#).