



CORE COMPETENCIES

CHIEF COMMUNICATIONS OFFICER

For over a century, the Georgia Forestry Association has served the needs of Georgia's forest landowners and forest-based businesses. We have positioned ourselves as the state's authoritative voice in the industry, and we work tirelessly to engage our members, and to advocate for their prosperity. The Association's continued promise to its members is to keep them protected, connected, and empowered.

For their **protection**, we advocate for local, state and federal policies that accommodate the needs of Georgia's forestry community. Through these efforts, we work aggressively to protect private property rights, ensure healthy markets, and secure sensible tax policy and regulatory guidelines.

To keep members **connected**, we provide a network that fosters personal relationships; keeps them informed on policy initiatives, market opportunities, forest fire conditions, and much more; and engages related industries (banking and investments, commercial builders, mills and loggers, etc.) in an open forum.

Finally, we **empower** our members by supporting their growth and success through the Georgia Forestry Foundation. The Foundation seeks to promote the economic and environmental sustainability of the state's working forest ecosystem for the well-being of its citizens. The Foundation accomplishes these goals through leadership programs, policies studies, and public education.

The Association is seeking a Chief Communications Officer to develop and enhance the Association's voice by providing strategic leadership and execution within the following categories:

ADVOCACY COMMUNICATIONS

Communications with internal and external audiences related to advocacy work must be: effective, efficient, brief, consistent, and compelling. A successful CCO will continually provide strategic guidance to the Government Affairs Team, keeping all political and internal variables in mind.

MEMBERSHIP ENGAGEMENT

In order for the Association to continue to be successful, its members must remain protected, connected and empowered. Strategic communications must build sense of community within the membership by enhancing regular contact with members (events, regular communications, marketing).

PUBLIC OUTREACH

Where the Association is focused on member engagement and political advocacy, the Foundation is focused on connecting 10 million Georgians to 22 million acres of private forestland. Strategic communications and planning is needed to compel the forestry community and those who care about the future of Georgia's forests to support the efforts of the organization and to connect with the public to adopt values that support working forests.

CONNECTING WITH AUDIENCES

With strategic communications comes a critical understanding of audiences. The Chief Communications Officer must have a deep understanding and connection to the following audiences:

- » **Elected Officials:** state legislators, state agency leaders, and federally elected officials must know about the role of forestry in Georgia.
- » **Landowners, Mills, Loggers:** understanding the voice and culture of the forestry community.
- » **General Public:** reaching grade school students, educators and millennials.
- » **Like Minded Organizations:** collaborate and enhance relationships with like-minded federal and state organizations.

DEVELOPING & MAINTAINING FUNCTIONAL COMMUNICATIONS STRUCTURES

A functional communications strategy and plan for the Association must focus on maintaining and enhancing the following communications structure.

- » **Branding**
Maintaining and enhancing a sense of community within the forestry community through the Association and Foundation's brand identity.
 - Streamlined messaging that is designed to influence and engage target audiences
 - Premier visual media (digital graphics, infographs, collateral and video) that positions the Association and Foundation as a leader with reputable and concise information
- » **Public Relations**
Through an understanding of the Association and Foundation's target audiences, maintain and enhance relationships with external target audiences and those who influence them.
 - Establishing media relationships throughout the state and identifying opportunities to collaborate on editorials, features and news stories related to working forests
 - Identifying opportunities to collaborate with like-minded forestry and environmental organizations through projects, events and state-wide initiatives
- » **Marketing**
In order to engage target audiences in the advocacy mission of the Association and the education and outreach mission of the Foundation, enhance marketing communications systems within both organizations.
 - Developing relevant and engaging content that is distributed effectively through a variety of channels to increase engagement. Channels include, but are not limited to:
 - Social Media (LinkedIn, Facebook, Twitter and Instagram)
 - Website (streamlined to connect, inform and recruit members)
 - Email (consistent and engaging regular emails and alerts)
 - Direct Mail (identify opportunities to engage audiences through unique mailers)
 - Traditional Media (trade publications and periodicals)
 - Georgia Forestry Magazine (positions forestry as a lifestyle and community of choice)
 - Enhancing database systems that provide opportunity to communicate with members by category with tailored content and through automated campaigns

