



## Shield-Ayres Enterprise Director of Communications Job Description

The Director of Communications will support and enhance the external and internal communications of the entities that comprise the Shield-Ayres Enterprise:

**Shield Land Stewardship Group (SLS):** A passthrough management company providing comprehensive land and facilities management services for the Shield-Ayres-Bowen family ranchlands in Central and West Texas, investment properties in Travis and Hays Counties, and the Shield Ranch Foundation.

**Shield Ranch Foundation (SRF):** A nonprofit organization and private operating foundation offering year-round programming through the Campsite at Shield Ranch to fulfill its mission to share Shield Ranch Barton Creek in ways that educate, inspire, and transform.

**Shield-Ayres Foundation (SAF):** A nonprofit organization and private grantmaking foundation providing opportunities for the Shield-Ayres-Bowen family to support shared philanthropic interests.

The Director of Communications reports to Vera Ayres Bowen, President of Shield Ranch Foundation and Shield-Ayres Foundation and Vice President of Shield Land Stewardship Group.

### Responsibilities

#### General

- Establish and drive communications strategy
- Manage all communications materials (digital and print)
- Maintain brand integrity across all platforms
- Tell our story
- Refine messaging specific to the entities' public profiles and audiences
- Support entity executives and board leadership in their roles as ambassadors for their organizations
- Lead communications for Shield Ranch Foundation programming, marketing and fundraising, including strategic initiatives
- Support internal communication within the enterprise (multi-generational family and staff)
- Participate in monthly meetings of the Shield-Ayres Enterprise Coordinating Council

## Websites

- Work closely with the executives of each entity to ensure that enterprise websites are effective in connecting with their intended audiences and current in content and design
- Write or review new content for websites as requested by entity executives
- Develop content for the Shield Ranch news section and coordinate with guest contributors

## Social Media

- Build and maintain an effective social media presence that supports Shield Ranch brand development
- Make frequent posts to highlight current activities, successes, events, incorporating seasonal photos and videos
- Direct and implement Camp El Ranchito social media content plan

## Media Relations

- Manage media relations and develop contacts with media members, influencers and community leaders
- Actively seek and support the placement of timely news and information regarding enterprise entities in appropriate print and digital media

## Design

- Lead the design and visual storytelling efforts across all external communications platforms to ensure brand consistency and audience engagement
- Create compelling visual content, including design for e-newsletter banners, program flyers, social media posts, digital invitations, one-pagers, interpretive materials, and web pages
- Provide creative direction for public-facing materials and campaigns
- Coordinate with photographers and videographers

## Advocacy

- Ensure advocacy communications are aligned with strategic goals and adapted to evolving priorities while protecting Shield Ranch's brand reputation
- Serve as primary point of contact for communications consultants supporting the advocacy of Shield Land Stewardship Group, Shield Ranch Foundation, and Shield-Ayres Foundation

## Fundraising

- Support fundraising and donor relations efforts of the Shield Ranch Foundation through annual Impact Reports, fundraising campaigns, and materials.

## Marketing

- Support the marketing operations of the Shield Ranch Foundation, including the programming of the Campsite at Shield Ranch community use, events, and Camp El Ranchito
- Support publicity around the grantmaking of the Shield-Ayres Foundation
- Support the revenue-generating operations of Shield Land Stewardship Group

## Crisis Management

- Maintain a crisis management plan
- Train staff and board leadership in crisis management plan and protocols
- Support entity executives and board leadership in responding quickly and professionally to crises or challenging situations
- Occasionally support/participate in programming including events, hosting groups, and camp tours

## Qualifications

- Demonstrated interest in and understanding of private land conservation, nonprofit community engagement and philanthropy
- Clear passion for nature and the outdoors
- Commitment to the vision, mission, and values of the Shield-Ayres Enterprise
- Demonstrated commitment to diversity, equity, and inclusion
- Demonstrated experience working in cross-cultural environments
- Collaborative approach to work
- Bachelor's degree required, preferably in communications or a closely related field
- Five years relevant experience in communications
- Outstanding verbal and written communication skills
- Demonstrated knowledge and proficiency with communications technologies
- Familiarity with social media platforms and social media marketing
- Aptitude for copywriting, graphic design, layout, and publishing

**Hours:** Full-time, hybrid work must be based in Austin metro area

**Salary Range:** \$110K - \$120K

**Qualified applicants may send a cover letter and resume to [info@shieldranch.com](mailto:info@shieldranch.com).**