

AMERICAN PRAIRIE

VICE PRESIDENT & CHIEF MARKETING OFFICER

ABOUT AMERICAN PRAIRIE

Since 2001, American Prairie has been working diligently to preserve Montana's Northern Great Plains and protect a landscape that supports a diverse array of plants and wildlife. The primary focus of the organization is to purchase private lands that will be assembled with existing public lands to create a three-million-acre nature reserve, the largest in the contiguous United States. In doing this, American Prairie has a bold vision of creating a fully functioning ecosystem that will be collaboratively managed for wildlife and recreation.

American Prairie's work is based in sound science, community engagement and collaborative partnerships. They are working to achieve this ambitious goal through a combination of efforts that include habitat and wildlife restoration, including a growing conservation herd of bison, and by supporting a variety of ecological research. They operate the National Discovery Center in Lewistown featuring interactive exhibits about the prairie ecosystem, community meeting spaces, and a film theater.

The organization is proud of its unique partnership with renowned documentary filmmaker Ken Burns. In addition to the National Discovery Center housing an immersive theater named for him, American Prairie also presents the annual *Ken Burns American Heritage Prize*, which honors an individual whose body of work advances our collective understanding of the American spirit.

VALUES

The Board and staff of American Prairie follow the principles outlined in its six values, which guide their interactions with one another and those outside the organization. These values are:

- **Openness with Respect.** Fostering a culture in which people feel acknowledged and respected for raising concerns, yet take responsibility to present solutions.

Key Facts

- 55 total staff
- \$11.4M operating budget
- 25-member [Board of Directors](#)
- [National Discovery Center](#)
- [Community Impact](#)

Mission

American Prairie's mission is to create the largest nature reserve in the contiguous United States, a refuge for people and wildlife preserved forever as part of America's heritage.

Visit



- **Innovation and Optimism.** Exhibiting a strong belief that this project can be done and striving to learn so that the best ideas can be applied to the effort.
- **Continuous Improvement.** Always looking for ways to make things smoother, faster, easier, more effective and of higher quality.
- **Execution.** Strongly committed to getting things done and choosing goals carefully with an eye toward accomplishment.
- **Sustainable Pace.** Focused on productivity and valuing everyone's non-work lives.
- **Teamwork.** Proactively contributing and acting on ideas to improve cross team collaboration and enthusiastically supporting the efforts of others to do the same.

Learn more about the mission and values of American Prairie on their [website](#).

THE POSITION

American Prairie is seeking a driven, sophisticated, and curious Vice President and Chief Marketing Officer (CMO) who will thrive as part of an entrepreneurial team. The CMO will report to a dynamic CEO, partner with a talented Executive Team, and lead a small but high-functioning staff of marketing and communications professionals.

The CMO will develop and implement a comprehensive marketing strategy for American Prairie with a focus on building national brand awareness, implementing metrics, crafting compelling and nuanced storytelling, and creatively enhancing fundraising efforts. This person must have prior experience in setting clear but ambitious goals and driving successful execution of those goals. The CMO will be a key member of American Prairie's leadership team, contributing to achieving its strategic vision across all functions.

The ideal CMO will be a skilled listener and storyteller, curious and resilient, and adept at both crafting a bold vision and guiding effective and detailed execution toward that vision. They will lead with optimism, innovation, collaboration, and respect for staff, peers, and leadership. They will be able to recognize opportunities and how to leverage them while maintaining a clear path forward toward American Prairie's long-term vision. A data-driven approach and prior experience effectively managing controversy will be important. This CMO must be inspired by the opportunity to be a part of a globally important conservation project.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Vice President and Chief Marketing Officer will achieve the following major objectives:

- Assess the team and the marketing and communications function within American Prairie. Gain a thorough understanding of the organization, its history, goals, and the successes and challenges of marketing the organization.



- Develop a Strategic Marketing Plan that aligns with the organization's long-term roadmap and its intermediate goals.
- Build and expand the marketing and communications team in a way that is sustainable and supports staff to continue to grow in their work.

RESPONSIBILITIES

The Chief Marketing Officer will have the following primary responsibilities:

STRATEGY & LEADERSHIP (50%)

- Develop and implement American Prairie's marketing vision in order to achieve bold goals, guiding a sophisticated and data-driven approach to audience and channel strategies, lead generation, messaging and calls-to-action, and brand positioning.
- Create marketing and public relations strategy to drive organizational growth and enhance brand awareness across diverse audiences, and to expand the sources of fundraising revenue.
- Manage a growing marketing budget that meets near-term organizational needs while continually driving toward long-term goals, using data-driven strategies to maximize efforts.
- Identify emerging issues faced by the organization, working with the Executive Team and staff to recognize internal and external opportunities, and executing appropriate marketing and communications strategies to support them.

TEAM DEVELOPMENT AND MANAGEMENT (40%)

- Oversee a high performing marketing team that leads the organization's work in branding, visual storytelling, digital and printed communications, earned and social media, creative design, and content development.
- Manage, coach and mentor a team of six marketing professionals, establishing objectives and priorities, and fostering collaboration as well as individual and team professional growth.
- Promote a culture of continuous improvement that values the use of marketing metrics, learning and a commitment to quality.
- Work in direct partnership with the Executive Team and the Marketing Committee of the National Board of Directors, to strengthen American Prairie's marketing and communications acumen.

ORGANIZATIONAL LEADERSHIP & BUSINESS MANAGEMENT (10%)

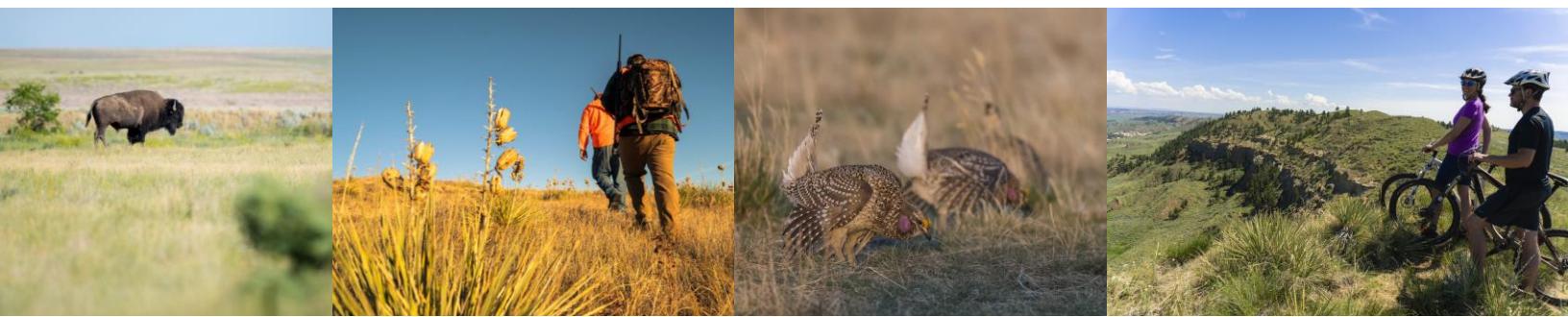
- Collaborate with the Executive Team and the National Board of Directors to make both strategic and daily business decisions.
- Serve as the primary staff liaison to the Marketing Committee of the National Board of Directors.
- Act as an expert resource for donors, staff, board members, and others regarding all aspects of our project, overall vision and goals, and Montana politics and culture.



QUALIFICATIONS

The ideal Chief Marketing Officer will bring most of the following qualifications and skill sets:

- Enthusiasm for American Prairie's mission, values, goals, and culture; inspired by the challenge to take on big goals and willing to get your boots dirty to achieve them.
- Ten years of comprehensive marketing experience, including staff management, strategy development, and prior experience as part of a leadership team. Experience working with a Board of Directors is preferred.
- Leadership experience in setting marketing and communications strategies that advance an organization's mission, goals and revenue growth. Proven success managing cohesive brand equity across diverse audiences, through a multi-channel approach.
- Strong team leadership experience that supports professional growth and accountability, providing strategy and space to be more proactive; able to craft the big picture while maximizing the easy wins.
- Ability to work collaboratively with a dynamic Executive Team while driving a clear path for marketing; skills to translate strategic thinking into sustainably resourced action plans.
- Prior experience leveraging digital and social media to support brand awareness and revenue growth, establishing metrics, and assessing the ROI of those efforts.
- Keen financial, analytical and problem-solving skills that support sound decision-making, priority setting, and guide investments in people and systems.
- Excellent time management skills to balance urgent needs with long-term projects.
- Able to engage effectively with staff, leadership, donors, Board and community members; excellent listening skills and the talent to craft nuanced stories tailored to a varied audience.
- Experience managing conflict and building bridges, guiding marketing efforts to strengthen brand reputation, and communicating complex information in digestible ways.
- Prior experience supporting fundraising through donor identification, engagement, storytelling, and crafting metrics that demonstrate the efficacy of philanthropic marketing.
- An understanding of the politics and culture of Montana and the skillset to promote an organization in alignment with that culture and the global conservation movement.
- Creative, strategic, scrappy, and optimistic; willing to take initiative, tackle challenges, and boldly execute marketing strategies while maintaining high quality standards.
- Capable of being decisive and data-driven within an entrepreneurial and highly aspirational culture. Resilient and curious.
- Able to work a varied schedule that may include evenings, weekends, and traveling as deliverables demand.
- A valid driver's license, ability to drive, and acceptable driving record are required.



COMPENSATION AND BENEFITS

The salary range for this position is \$145,000 to \$155,000. Benefits include paid vacation, national holidays, sick days, and volunteer hours; 401K with employer match; medical, dental, vision, and life insurance with optional flexible or health savings and dependent care accounts; short-term disability, critical illness, and accident insurance; reserve lodging perks; corporate discounts; flexible scheduling.

This VP & Chief Marketing Officer will be located in either Bozeman or Lewistown, Montana.

APPLICATION

American Prairie has retained Campbell & Company to conduct this search. The team for this project includes Colleen Rogers, Senior Consultant, and Kole Farrise, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

Kole Farrise

Associate Consultant, Executive Search
kole.farrise@campbellcompany.com
(206) 428-3877 direct

American Prairie is an Equal Opportunity Employer



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