



POSITION DESCRIPTION

FOR THE POSITION OF

**SENIOR DIRECTOR OF
MARKETING AND COMMUNICATIONS**

The **Cornell** Lab  of Ornithology

2022



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POSITION DESCRIPTION

POSITION	Senior Director of Marketing and Communications
ORGANIZATION	Cornell Lab of Ornithology
REPORTS TO	Bramble Klipple Senior Director of Advancement <i>and</i> Joel M. Malina Vice President for University Relations, Cornell University
LOCATION	Sapsucker Woods Sanctuary, Ithaca, New York
WEBSITE	birds.cornell.edu

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ORGANIZATIONAL OVERVIEW

Founded more than 100 years ago by pioneering Cornell University ornithologist Dr. Arthur A. Allen, the Cornell Lab of Ornithology (Lab) is an independent administrative unit of Cornell's College of Agriculture and Life Sciences (CALS). Dedicated to advancing the understanding and protection of the natural world, the Lab joins with people from all walks of life to make new scientific discoveries, share insights, and galvanize conservation action. It brings together world-class science, teaching, and public engagement with the agility and real-world impact of a nonprofit organization to meet our mission of interpreting and conserving the earth's biological diversity through research, education, and citizen science focused on birds.

The Lab's Imogene Powers Johnson Center for Birds and Biodiversity is home to a community of 250+ faculty, scientists, postdocs, students, and staff members, including professionals in ornithology, animal behavior, bioacoustics, citizen science, conservation science, data science and statistics, ecology, evolutionary biology, community engagement, fundraising, marketing, multimedia productions, online and K-12 education, science communication, technical hardware and software engineering, and app development.

Dedicated to science, service, and impact, the Lab is an expert and trusted voice and partner for communities around the globe. It maintains close academic and collaborative relationships with many individuals and departments across Cornell University, both at the Main Campus in Ithaca and at the Cornell Tech Campus in New York City, as well as with hundreds of other academic and nonprofit institutions worldwide. Its engaged Administrative Board consists of local, national, and international civic leaders, business executives, marketers, philanthropists, and scientists, linked by their shared passion for nature, science, and the inspirational roles birds can play in conservation. And each year hundreds of thousands of citizen-science participants and millions of lifelong learners utilize the Lab's websites, courses, resources, and mobile apps.

With an active donor base of more than 160,000 financial supporters (97% of whom have no other affiliation with Cornell University), the Lab leverages the benefits of being part of a top research university and the freedom to pursue its mission-driven goals through a nimble, entrepreneurial culture of innovation, discovery, and service. Its 2022 operating budget is approximately \$40 million, funded by a



Bar-tailed Godwit

combination of grants and contracts, program-generated revenue, annual gifts, major gifts, bequests, and distributions from its growing endowments that currently total about \$100 million.

Through decades of growth, the Lab has remained true to its roots of scientific discovery, innovation, teaching, inspiration, and conservation action. The Lab is committed to:

- ▲ **Scientific Discovery and Innovation** – Grounded in the integrity of rigorous science and reliable information, the Lab strives to empower responsible conservation actions and inspire wise decision-making by all of its partners and constituencies.
- ▲ **Harnessing “People Power” and Democratizing Science** – The Lab leads the world in citizen science, generating open-source data at scale, and amplifying people’s connection with and stewardship of nature through evocative storytelling and outreach.
- ▲ **Collecting, Analyzing, and Curating Big Data for Conservation Action, Outreach, and Research using cutting-edge technology and machine learning** – The Lab takes a “data science” approach to disentangling the complexity of ecological systems, providing data and resources to scientists, practitioners, policymakers, and the public worldwide.

Lab Units

The Lab’s mission is more urgent than ever as human activities accelerate the loss of birds and biodiversity, jeopardizing the ecosystems upon which all life depends. To this end, seven programmatic centers work together to bend the curve for birds and biodiversity and turn the steep declines of recent decades into a steady rise. The Lab’s units include:

- ▲ The **Center for Avian Population Studies** impacts policy and public opinion by providing science-based information to partners and decision-makers in public and private sectors. Through programs such as eBird (717,000 eBirders worldwide, in every country on the planet) and BirdCast (using radar data to detect and forecast migration at local to national scales), it harnesses the power of big data to generate new knowledge, provide customizable data products and visualizations that support full-life-cycle conservation, and build capacity in partners to monitor and analyze bird populations around the world.
- ▲ With a focus on basic scientific research, the **Lab’s Center for Biodiversity Studies and Higher Education** explores the origins of biodiversity and how birds and other organisms function in



Conserving birds and biodiversity in the 21st century is a complex endeavor that requires innovative science and technology, a detailed understanding of ecological and social systems, and the ability to implement sustainable solutions at global and local scales.

nature, while also serving as the organizational home for the Lab's vibrant and thriving community of undergraduates, graduate students, and postdocs.

- ▲ The **Center for Conservation Media** is a multimedia production group established to disseminate science in forms designed to advance high-priority conservation initiatives. It works with partners around the world to produce and distribute authoritative, science-based documentaries, short-form video productions, data visualizations, and exhibits to impact priority issues that are integral to sustaining species, ecosystems, and human livelihoods.
- ▲ The **K. Lisa Yang Center for Conservation Bioacoustics** has a long history of technical expertise and entrepreneurship in developing tools for large-scale acoustic recording and analysis, working with national and international partners to deploy these tools in support of conservation efforts worldwide. Bioacoustics provides objective, reliable, and cost-effective monitoring solutions for wildlife and their habitats.
- ▲ Since its founding in 1929, the **Macaulay Library** has grown into the world's premier scientific archive of natural history audio, video, and photographic specimens. It serves as a resource for research and conservation and its media holdings power the Lab's education and outreach endeavors. The archive powers Merlin – a bird identification tool downloaded more than 9.5 million times to date.
- ▲ At the heart of the **Center for Engagement in Science and Nature's** educational mission is the concept that birds are not optional, and that life on earth is fundamentally interdependent. The Center inspires people of all ages and backgrounds to connect with birds and nature, build their knowledge, and share their observations so that together we can gain insight into how natural systems work and address global conservation challenges.
- ▲ The Lab's **Advancement Group** – comprised of communications, marketing and development – helps the Lab serve a large, rapidly growing audience that encompasses nature lovers, bird enthusiasts, citizen scientists, conservationists, policy makers, corporate partners, K–12 teachers, academics, and lifelong learners. More than 20 million visitors a year utilize the Lab's web properties, with All About Birds remaining North America's go-to online guide to birds and bird watching.



The Lab opens the doors to inquiry and learning about the natural world, starting with the earliest ages and lasting a lifetime. Whether you're a bird lover, an educator, or a student, our curricula, interactive courses, and professional development opportunities will empower you to explore the fascinating lives of birds and ignite a lifelong passion for nature.

Related Cornell Units

The Lab is a unit of Cornell's College of Agriculture and Life Sciences (CALs). Its mission is aligned with the land-grant mission of CALs and the overarching mission of Cornell University *to discover, preserve and disseminate knowledge, to educate the next generation of global citizens, and to promote a culture of broad inquiry throughout and beyond the Cornell community.*

Recently completing a new strategic plan, CALs is committed to expanding its collaborations with the university's 15 other colleges and school and its broad network of partners to coalesce around the world's leading challenges, connecting local to global programs in the form of new collaborations and basic discoveries. It is prioritizing five "transdisciplinary moonshots": redesigning 21st century agri-food systems, pioneering life science breakthroughs, synthetic biology, holistic climate solutions, and a "strategic wild card" identified through a bottom-up approach. CALs will actively translate, share, and scale its transdisciplinary solutions for global application — and bring learnings from abroad back home.

As the world's leading research institute focused on birds and biodiversity, Lab staff are sought-after experts, and Lab research and on-line tools are well-known. The Lab closely collaborates with colleagues within CALs's Office of Marketing and Communications and Cornell's Division of University Relations, as all Cornell communicators share a mission to enhance and preserve the university's brand and reputation as a top research institution and a leader in higher education, and to support and promote critical programs that serve the university's teaching, research and public engagement mission.

Cornell's communication services are carried out through a matrixed organizational system in which University Relations houses the departments of News (*Cornell Chronicle*), Media Relations (pitching and servicing media requests), Brand (Cornell.edu, multimedia production), Strategic Communications (communications plans, key messaging, campus statements, social media management), and *Cornellians* (digital alumni publication). Communicators in colleges, schools, and units regularly collaborate with, and consult, University Relations, which, in turn, serves as a partner and resource for all unit communicators.

Leadership

Ian Owens | Executive Director, Cornell Lab of Ornithology

As Executive Director, Ian oversees the Lab's scientific, public, operational, and fundraising programs. He also guides the strategic development of the Lab and relationships with the Lab's Administrative Board and broader Cornell leadership.



Ian is also a professor in the Department of Ecology and Evolutionary Biology, where he advises graduate students. His main research interests are in large-scale patterns in life histories, mating systems, and extinction risk; and evolution in wild populations. He uses a combination of field experiments, genetic analyses, and phylogenetic and spatial models. Almost all of his work is based on birds because of the unrivaled depth of information on bird species across the globe, and the way that we can follow free-living individuals through their lives.

To Ian, birds are a unique tool for understanding how nature works. He also believes that there is a unique relationship between people and birds; birds have the power to inspire us to think about the world around us and care about its future.

Ian grew up in North Yorkshire, in the UK, and began “serious birding” as a teenager, having been exposed to birdwatching and natural history during family holidays to the mountains and coasts of Scotland and Wales. Since then, he has traveled around the world to see and work on birds, and birding is still a huge part of his life. At college, he studied zoology and became fascinated by behavioral ecology and evolution. He went on to study evolutionary biology at graduate school, spending the summer months chasing Eurasian Dotterels on the Cairngorm plateau in Scotland in order to better understand their “sex-role reversed” mating system.

Following graduate school, Ian was fortunate enough to enter a career as a university professor, researching and teaching in universities in the UK and Australia. With an amazing team of students, postdocs, and collaborators, they studied a wide range of topics in ecology, evolution, and behavior, including the evolution of island species, biodiversity hotspots, coloration, and the genetic benefits of mate choice. Much of their work involved large, multispecies analyses, but they also conducted in-depth studies of particular species such as the white-eyes of the South West Pacific islands, House Sparrows on Lundy Island, Ruff on Gotland Island, Eurasian Blue Tits at Silwood Park, and invasive Rose-ringed Parakeets in the parks of South West London.

After 20 years as a university academic, Ian decided he wanted to promote scientific understanding among much broader public audiences, so he moved to the Natural History Museum in London and then subsequently to the Smithsonian National Museum of Natural History in Washington, DC. Working in natural history museums gave him the chance to learn how to engage the public with topics such as human evolution and climate change, and to develop programs in rapidly developing fields such as large-scale biodiversity data, citizen science, and next-generation genomics. Consequently, when he moved to the Lab in 2021, it felt like the convergence of these two strands of his life: a public-facing scientific institute dedicated to understanding and conserving birds embedded in one of the world’s great research universities.

Education: PhD, University of Leicester; BSc, University of Liverpool.

Bramble Klipple | Senior Director of Advancement, Cornell Lab of Ornithology

Bramble Klipple has worked at the Cornell Lab of Ornithology since 2015, currently serving as Senior Director of Advancement and overseeing communications, marketing, and fundraising. Prior to joining the Lab, Bramble worked in development at The Nature Conservancy for eight years, serving in respective roles as Director of Foundation Relations–Global Strategies, Director of the Campaign Resources and Information Team, and as Director of the Proposal Development Team. Prior to her time with The Nature Conservancy, Bramble worked for 13 years in development with her alma mater, The



College of William and Mary, holding positions in development communications, corporate and foundation relations, and annual giving. Bramble completed a master's degree in business, with a concentration in arts administration, from The University of Wisconsin-Madison, and an undergraduate degree in English from William and Mary.

Joel M. Malina | Vice President for University Relations, Cornell University

Joel M. Malina serves as Vice President for University Relations, coordinating Cornell's internal and external communications functions as well as the university's relationships with federal, state, and local policy makers and stakeholders. In coordinating communications, Malina supervises a large staff working in four critical areas: Media Relations, News, Media Relations and News, Brand Communications, Strategic Communications, and – in partnership with Alumni Affairs and Development – *Cornellians*, the university's new alumni publication. He also works closely with the deans and the communications directors of Cornell's 16 colleges and schools to integrate communications across the university. Malina's primary responsibilities in this arena include leading the development and implementation of a university-wide communications strategy and serving as Cornell's principal spokesperson. The Office of the Assemblies and Office of Visitor Relations also fall under his purview.



As head of federal, state, and community relations, Malina directs the university's public policy efforts and coordinates its involvement with government-focused higher education associations. With offices on the Ithaca campus, in Albany, and in Washington, D.C., Malina and his teams serve as liaisons between Cornell and elected officials and agencies at the state, federal, and local levels. Malina also works closely with the government and community relations teams at Weill Cornell Medicine and at Cornell Tech, as well as Ithaca-based academic units with a presence in New York City, on the engagement of city policy makers and stakeholders.

A *cum laude* graduate of Yale University with a B.A. in Political Science, Malina came to Cornell from Washington, D.C., where he served as CEO and General Manager of Wexler | Walker. Over the course of 21 years at the consulting firm, Malina established himself as one of Washington's premier strategists and coalition practitioners, managing numerous successful lobbying and communications campaigns on behalf of Fortune 100 companies and trade associations.

Prior to joining Wexler | Walker in 1992, Malina served as a political aide to former U.S. Representative Nita Lowey (D-NY) and was an Associate at Austin-Sheinkopf Communications, a New York City-based political media relations firm.

A former professional actor, Malina appeared in numerous television commercials, Off-Broadway, and regional theater productions.

CONTEXT FOR RECRUITMENT AND ROLE SUMMARY

The Cornell Lab of Ornithology is seeking a Senior Director of Marketing and Communications to develop and direct strategic planning and execution of integrated branding, marketing, and communications to amplify the Lab's mission to understand and protect birds and the natural world, and to engage the public as broadly as possible in these efforts. This newly created position recognizes the vital importance of marketing and communications as a conservation strategy in bending the curve for birds and biodiversity. The Senior Director will be a key figure in broadening the Lab's audience and engaging people of diverse cultures and lifestyles, helping to develop a product ecosystem and integrated business plans that build hearts, data, dollars, and action.

The Senior Director of Marketing and Communications will work with the Lab's dynamic, multidisciplinary teams, and central University Relations partners, to advance a global-scale mission at a time of tremendous urgency and consequence for public engagement and conservation action. The Lab's strategic plan calls for the organization to broaden its audience in learning and scientific discovery – and to galvanize the Lab's ability to inspire on-the-ground action and influence policy and public opinion through data-intensive science, powerful visualizations, multimedia and storytelling, and creative partnerships. The Senior Director will help advance the Lab's commitment to

creating an organizational culture that fosters diversity, celebrates the strength and creativity that emerge from differences, and benefits from the contributions of people of all backgrounds.

As a visionary and strategic systems thinker and inclusive relationship builder, the Senior Director of Marketing and Communications will manage teams comprising 25+ staff (including three direct reports) in Integrated Marketing; Science Communications (including creative services and PR); and Corporate Relations (including licensing); and will collaborate with senior leaders and staff across the Lab, CALS, and University Relations to envision, develop, implement, and optimize brand expression and integrated communications and marketing strategies designed to do the following: (1) increase public awareness of the importance of birds and nature, and inspire actions that protect environmental and human well-being; (2) attract, engage, and support a diverse array of audiences and communities in the Lab's mission through integrated campaigns, communications channels, events, and products; and (3) promote the Lab's research, programs, and resources to help meet the priorities of our strategic plan. The Senior Director will ensure that communications and marketing strategies fulfill strategic objectives of the Lab, CALS, and the university to establish effective and consistent brand expression. This leader will manage an approximately \$5 million annual budget, including contracts with consultants and service-providers.



California approved state Endangered Species Act protections for Tricolored Blackbirds in 2018 after eBird data helped to show a 34% decline during the previous 10 years.

Principal Duties and Responsibilities

The following describe the essential duties of the person assigned to this position. They are not intended as an exhaustive list of all job duties and responsibilities.

Vision and Strategy (approximately 30% of time)

Envision and Develop Integrated Marketing Strategies

- ▲ Develop a full understanding of the Lab’s mission, strategic initiatives, and brand architecture; acquire deep knowledge of the nonprofit environmental and bird conservation sector. Understand the issues, interests, and marketing tactics that will engage existing as well as new diverse, audiences, and advance equity and inclusion in the Lab’s mission.
- ▲ Foster among the Lab’s leadership and staff across the organization the understanding and support for strategic expression of the Lab’s brand, messages, and effective deployment of communications and outreach platforms to advance strategic goals in alignment with the mission and vision of the Lab, CALS, and Cornell University.
- ▲ Develop and modify, on an ongoing basis, a comprehensive marketing and communications plan for the Lab, working with the head of Advancement and with the Lab’s Management Roundtable leaders to identify goals and objectives, audience targets, opportunities for external engagement, messaging, and brand expression.
- ▲ Lead and direct staff in collaborations to prioritize, develop, and deploy integrated branding, marketing, and communications strategies and campaigns that translate and amplify the goals of the Lab’s mission and ambitious strategic plan into compelling messages and calls to action for existing and new audiences, leveraging audience research, social science, and formal evaluations to inform approaches.
- ▲ Identify, prioritize, and plan new opportunities to increase public engagement with the Lab, including financial support and participation in citizen science and lifelong learning; guide teams to develop vision and strategies for lead capture, nurturing, and conversion campaigns.



Use Data-Driven Approaches to Generate Best Practices and Outcomes

- ▲ Guide the Lab's staff, and identify and collaborate with external firms as needed, to amplify and optimize success in meeting marketing and communications objectives, including conducting audits, advancing audience research, establishing efficient and effective structures and workflows, and creating messaging and guidelines.
- ▲ Work with staff across the Lab in collecting, analyzing and presenting data to assess measures of success and use data to optimize effort and approaches. Identify and support data integration needs to enable effective tracking, segmentation, and audience insights.
- ▲ Analyze existing and new data to understand and engage our current audiences and identify new audiences; develop coordinated strategies to attract, grow, and serve these audiences, working with project leads and the Lab's DEIJ (diversity, equity, inclusion, and justice) team to spearhead strategies to diversify our audiences, particularly BIPOC communities.



Pink Robin in Australia

Guide Development of Licensing Frameworks, Business Models, eCommerce, and Advertising

- ▲ Work with internal stakeholders and conduct market research to establish business models for new and existing products.
- ▲ Develop and oversee licensing guidelines, price structures, and permissions for the Lab's myriad assets and products, and advise in active negotiations in collaboration with the Senior Director of Finance and Contracts and CALS financial leadership.
- ▲ Collaborate with university partners to ensure compliance with licensing and branding guidelines.
- ▲ Oversee eCommerce strategies to improve customer experience and optimize efficiency.
- ▲ Provide direction for the Lab's corporate sponsorship and ad revenue-generating programs and expenditures.

Senior Leadership (approximately 20% of time)

- ▲ Consult with and advise the Executive Director, the Senior Director of Advancement, and Center directors in all public relations, marketing, and communications matters, ensuring that the Lab's communications reflect its mission and authentic voice.
- ▲ Serve as a member of the Lab's senior management team, collaborating with them to set the direction for the Lab's communication initiatives in support of the strategic plan and advising as a

POSITION DESCRIPTION

The Cornell Lab of Ornithology | Senior Director of Marketing and Communications
Prepared by Gerard F. Cattie, Jr.; Manuel A. Gongon, Jr.



subject matter expert in marketing, communications, sponsorship, advertising, licensing, and branding.

- ▲ Interface and collaborate with University Relations and the CALS Office of Marketing and Communications, so that strategic and effective two-way communication with the college and university is maintained and strengthened, and the Lab's messages are distributed to key stakeholder groups.
- ▲ Lead crisis management responses when needed in coordination with the Lab's staff, CALS Marketing and Communications, and University Relations.
- ▲ Cultivate relationships with Administrative Board members, high-level volunteers, and major donors, and collaborate with them to further the Lab's marketing and communications strategies.
- ▲ Build and help manage relationships with partnering firms and organizations to ensure collaborations align with and reinforce the Lab's communications and marketing objectives.



Through the Elephant Listening Project, scientists from the K. Lisa Yang Center for Conservation Bioacoustics at the Cornell Lab of Ornithology are working to help protect majestic forest elephants and the rainforests needed by wildlife and people.

Direct and Manage Marketing and Communications Team and Oversee Key Collaborations

(approximately 40% of time)

- ▲ Direct the Marketing and Science Communications teams (25+ staff, 3 direct reports), including staff responsible for Integrated Marketing, Corporate Relations & Licensing, and Science Communications (editorial, design, and public relations services).
- ▲ Lead staff development, team building, performance evaluation, and conflict resolution.
- ▲ Understand what outcomes and creative services each Lab program requires to achieve strategic objectives (e.g., through web, app messaging, social media, print, design, multimedia, email, advertising). Guide priorities, expectations, and resources in line with overarching Lab goals brand hierarchy.
- ▲ Identify and create teams of collaborators from across the Lab to optimize marketing communications, ensuring consistency in messaging; mentor teams to adopt frameworks and processes that enhance the Lab's brand hierarchy.
- ▲ Foster internal communications and best practices to enhance institutional knowledge, efficiency, and morale.
- ▲ Direct audits of workflows, structures, and resources to improve efficiencies.
- ▲ Working with the Lab's media outreach team and stakeholders and University Relations' Office of Media Relations, provide strategic direction on press releases and other communications and advise

on tactics and talking points for planned and unexpected media developments. Coach staff for media outreach and serve as an official spokesperson as needed.

- ▲ Ensure all marketing and communications efforts meet the highest standards of quality, scientific accuracy, accessibility, and relevance for target audiences, and that these efforts represent the Lab brand, while also advancing the mission, values, and branding efforts of CALS and Cornell.
- ▲ Obtain support from third-party vendors as necessary to complement in-house resources, and effectively manage consultants and contractors.
- ▲ Develop and oversee annual Marketing and Communications budgets.

Other (approximately 10% of time)

- ▲ Keep abreast of marketing and communications trends and current events, benchmarking with other organizations and adjusting the Lab's communications accordingly.
- ▲ Develop communications, marketing, and management skills through research, webinars, conferences, and workshops or coursework.
- ▲ Establish and maintain a safe, productive, and respectful working environment that fosters a culture of inclusivity and teamwork.
- ▲ Create and sustain an environment that advances diversity, equity, inclusion, and justice in all endeavors.
- ▲ Model, communicate, and champion the Lab's values and culture.
- ▲ Attend and present at events and conferences to enhance Lab's visibility with external audiences.
- ▲ Other duties as assigned.

CANDIDATE PROFILE

Professional Skills and Competencies

- ▲ At least 7 to 10 years of experience that includes management and strategic planning. Successful background in marketing and communications, including experience in branding, licensing, corporate relations, fundraising or recruitment, digital and print communications, social media, web and mobile development, media relations, and crisis communications.
- ▲ Ability to inspire, engage, and lead teams toward a common vision, foster a transparent and inclusive culture, and problem-solve and interact effectively with managers, creative staff, external stakeholders (e.g., members, sponsors, donors, etc.), leaders of partner organizations, and Administrative Board.
- ▲ Ability to guide teams to prioritize projects in order to meet strategic objectives. A supportive and accessible management style and strong record of recruiting and developing talented individuals. A

commitment to excellence and history of increasing the effectiveness of a marketing and/or communications department and staff through established objectives and performance standards.

- ▲ Demonstrated ability to manage a high level of responsibility with minimal supervision, to prioritize projects, to work under tight time schedules and meet deadlines, and to manage complex business plans and budgets.
- ▲ Experience in translating complex scientific content for general audiences.
- ▲ Ability to serve and communicate as an institutional leader both internally and to the general public.
- ▲ Advanced computer skills (word processing, design, spreadsheets, content management systems) with deep understanding of Internet-based communication and social networking principles and tools.
- ▲ Bachelor's degree; preference for master's degree in marketing, public affairs, communications, business or a related field.

Personal Characteristics

- ▲ **Mission Connection** – Passion for the missions of the Cornell Lab of Ornithology, CALS, and Cornell University. Working knowledge of conservation, biodiversity, and natural history desirable.
- ▲ **Inclusiveness** – Shows respect for differences in backgrounds, lifestyles, viewpoints, and needs in reference to areas such as ethnicity, race, gender, creed, and sexual orientation; promotes cooperation and a welcoming environment for all; works to understand the perspectives brought by all individuals; pursues knowledge of diversity and inclusiveness.
- ▲ **Adaptability** – Flexible, open, and receptive to new ideas and approaches; adapts to changing priorities, situations, and demands; handles multiple tasks and priorities; modifies one's preferred way of doing things.
- ▲ **Self-Development** – Enhances personal knowledge, skills, and abilities; anticipates and adapts to technological advances as needed; seeks opportunities for continuous learning; seeks and acts upon performance feedback.
- ▲ **Communication** – Demonstrates the ability to express thoughts clearly, both orally and in writing; demonstrates effective listening skills; shares knowledge and information; asks questions and offers input for positive results.



Celebrate Urban Birds strives to co-create bilingual inclusive, equity-based community science projects that serve communities that have been historically underrepresented or excluded from birding, conservation, and citizen science.



- ▲ **Teamwork** – Builds working relationships to solve problems and achieve common goals; demonstrates sensitivity to the needs of others; offers assistance, support, and feedback to others; works effectively and cooperatively with others.
- ▲ **Service-Minded** – Approachable/accessible to others; reaches out to be helpful in a timely and responsive manner; strives to satisfy one’s external and/or internal customers; is diplomatic, courteous, and welcoming.
- ▲ **Stewardship** – Demonstrates integrity and accountability in all work responsibilities; exercises sound and ethical judgment in accomplishing urgent tasks and when acting on behalf of the Lab and university; exercises appropriate confidentiality in all aspects of work; shows commitment to work and to consequences of own actions.
- ▲ **Motivation** – Shows initiative, anticipates needs, and takes actions; demonstrates innovation, creativity, and informed risk-taking; engages in problem-solving and suggests ways to improve performance and efficiency; strives to achieve individual, Lab, and university goals.

Cornell University embraces diversity and seeks candidates who will contribute to a climate that supports students, faculty and staff of all identities and backgrounds. We strongly encourage individuals from underrepresented and/or marginalized identities to apply.

Diversity and Inclusion are a part of Cornell University’s heritage. We are a recognized employer and educator valuing AA/EEO, Protected Veterans and Individuals with Disabilities. We also recognize a lawful preference in employment practices for Native Americans living on or near Indian reservations.

Cornell University is an innovative Ivy League university and a great place to work. Its inclusive community of scholars, students, and staff impart an uncommon sense of larger purpose, and contribute creative ideas to further the university’s mission of teaching, discovery, and engagement.

CORNELL UNIVERSITY VACCINATION COMPLIANCE PROGRAM

As part of the university's comprehensive vaccination program, all Cornell employees are required to have and provide proof of an FDA or WHO-authorized or approved COVID-19 primary vaccination or have obtained a university-approved disability/medical or religious exemption, regardless of their role and work location.

New hires are required to provide documentation showing primary vaccination status (that is, completion of two shots of the Moderna or Pfizer vaccine or one shot of the Janssen/Johnson & Johnson) before their first day of work. If a new hire's vaccination is not complete or information is not received by their start date, the first day of work will be delayed. It is possible in some cases that an offer of employment may be withdrawn.

For additional information on Cornell’s Vaccination Compliance Program, [click here](#).



COMPENSATION

The annual salary for the role is currently anticipated to range from \$132,125 to \$165,000.

Cornell is nationally recognized as an award-winning workplace for health, well-being, sustainability, and diversity initiatives. Cornell provides great benefits, including health care options, professional development, employee degree program, wellness programs, generous retirement contributions, paid leave positions (3 weeks of vacation and 12 holidays, including end of year winter break), and partial scholarships for children of eligible employees to attend Cornell or other accredited institutions.

[Top 10 Benefits Cornell Employees Love](#)

Visa sponsorship is not available for this position.

SEARCH TEAM – DIVERSIFIED SEARCH GROUP

Cornell University has retained the DSG Fundraising & Advancement Practice of the Diversified Search Group to assist in this confidential search process. Inquiries, nominations, and applications (current resumes and cover letters) may be submitted via the following link – <https://talent-profile.diversifiedsearchgroup.com/search/v2/18860>, or directed to one or more members of the search team:

GERARD F. CATTIE, JR. (he/him/his)
Managing Director and DSG Fundraising & Advancement Practice Leader
212.542.2587 | gerard.cattie@divsearch.com

MANUEL A. GONGON, JR. (he/him/his)
Vice President and Senior Search Associate
DSG Fundraising & Advancement Practice
215.656.3588 | manuel.gongon@divsearch.com

BETH REEVES (she/her/hers)
Vice President and Senior Search Associate
DSG Fundraising & Advancement Practice
212.542.2584 | beth.reeves@divsearch.com

TAMMY SCHILLIN (she/her/hers)
Executive Assistant | Project Manager
DSG Fundraising & Advancement Practice
212.542.2575 | tammy.schillin@divsearch.com

IAN MCCRAY (he/him/his)
Vice President and Senior Search Associate
DSG Fundraising & Advancement Practice
212.542.2584 | ian.mccray@divsearch.com