



## **JOB ANNOUNCEMENT**

### **COMMUNICATIONS SPECIALIST**

#### ***Looking for a Communications Career Opportunity with a Conservation Organization that Values its Employees?***

The Whidbey Camano Land Trust is seeking a committed conservationist to communicate the importance of protecting, stewarding, and restoring lands and waters in Island County, located in northwest Washington State. This is an exciting opportunity to join a dynamic, high-caliber, results-oriented team focused on conserving natural habitats and working lands and expanding appropriate public outdoor opportunities on Whidbey and Camano islands. All for the benefit of generations to come. The work is fast-paced, challenging, and highly rewarding. The office is located on historic Greenbank Farm in Central Whidbey Island with beautiful scenery and trail access right outside the front door. Join our friendly, hardworking, mission-driven team, with competitive local salaries and full benefits.

Island County is located northwest of Seattle. It has an incredible quality of life with small rural communities, access to lots of beaches and natural areas.

#### **ABOUT US**

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We are the Whidbey Camano Land Trust, an independent, nationally accredited, 501(c)3 nonprofit conservation organization, established in 1984. We practice strategic, science-based land and water conservation that makes sure people and nature thrive in the face of climate change and increasing demands on nature. Benefits of our work include keeping our water and air clean. Providing appropriate outdoor places to appreciate and enjoy nature. Protecting key habitat for native fish, wildlife, and other living organisms. Keeping prime soils and local family farms intact. Helping the local economy by attracting businesses, residents, and visitors. And ensuring these treasured islands remain as places of refuge for all.

In the past five years, the Land Trust has increased its visibility, relationship network, and direct conservation results. The future of the Land Trust is seeded with strong and growing support, healthy financial reserves, and record conservation opportunities. The Land Trust is in a very strong position to significantly enhance its mission. That is why the Land Trust is expanding its internal capacity with this position being part of that expansion.

The Land Trust is a member of the Land Trust Alliance (LTA), a national organization that works on behalf of land trusts to increase the pace and quality of land conservation. We were one of the first

of the nation's land trusts to receive national accreditation from the Land Trust Accreditation Commission, a special status recognizing nonprofit excellence. We were reaccredited in 2017.

**COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION:** The Land Trust is committed to creating an equitable and inclusive work environment. Diverse candidates are welcome to apply for this position. We are an Equal Opportunity Employer.

## **ABOUT THE POSITION**

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The full-time position of the Communications and Outreach Specialist (“Communications Specialist”) is an articulate and motivated individual reporting to the Community Engagement Director. Working collaboratively with others, the Communication Specialist will implement the Land Trust’s communications plan using a combination of print and web communications, social media, and public relations. These communications will ensure widespread positive visibility in the region— generating the donor-funded support necessary to realize our mission.

Duties include but are not limited to:

### **RESPONSIBILITIES:**

- **In collaboration with Community Engagement Director, design a communications program/plan that increases the visibility of the Land Trust in Island County and the region while enhancing the organization’s brand and ensuring delivery of consistent, targeted messages.**
  - Implement the communication program/plan.
  - Serve as primary writer of content for materials, including newsletters, brochures, annual report, emails, action alerts and event-related materials to communicate the Land Trust’s mission.
  - Reach out and coordinate with vetted writers and editors to assist where appropriate.
  - Design presentations and write talking points for Land Trust staff and board for speaking engagements.
  - In collaboration with Community Engagement Director, develop a social media and website plan for the Land Trust, including:
    - Provide engaging content and news items for social media and the website.
    - Update, revise and develop website content and design.
    - Use metrics to build search engine optimization and improve web and social media statistics to measure effectiveness of communications.
  - Develop and maintain media relationships; write, edit and oversee distribution of news releases; prepare and place media articles and features about the Land Trust.
  - Work with internal staff to identify social media opportunities, newsworthy events, programs, and other opportunities for press.
  - In partnership with the Outreach Coordinator, design and produce content for visual displays at events, local businesses, and other venues.
  - Organize and update shared drive materials including the Land Trust photo library.

- **Graphic design and technical production of materials:**
  - Produce marketing and event related materials in support of the Land Trust’s annual work plan including but not limited to including newsletters, brochures, annual report, emails, action alerts and event related materials to communicate the Trust’s mission.
  - Support all Land Trust programs, activities, and events with appropriate materials and editing services (including PowerPoint presentations and other tools) for use by board and staff.
  - Produce materials and publications in-house or, when needed, working with outside print and web vendors to produce and deliver materials.
  - Oversee the development and marketing of Land Trust merchandise.
- Other duties, as assigned.

## **REQUIRED QUALIFICATIONS AND RELATED LIFE EXPERIENCE**

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Minimum Qualifications: In your resume and cover letter, please address how you meet the following minimum qualifications:

- Outgoing and friendly personality.
- Demonstrated ability to develop and cultivate positive and effective relationships with a wide variety and diversity of people and organizations.
- Demonstrated ability to work collaboratively and independently.
- Demonstrated strong written, verbal and listening communication skills and the ability to make stories interesting and memorable.
- Must be able to be flexible, work under tight deadlines, manage conflicting demands, and operate in an ever-changing work environment while maintaining sense of humor and perspective.
- Must be available to work occasional weekends and evenings.
- Bachelor’s Degree and three years related experience or equivalent combination of education and experience.
- Competent with standard computer software, including MS Word, MS Excel, MS PowerPoint, and e-mail.
- Practical problem-solving and organizational skills.
- Valid, insurable driver's license.
- Ability to lift 30 pounds.

Preferred Knowledge, Skills and Experience:

- Passion for the mission of the Land Trust.
- Creative, proactive, and strategic.
- Professional knowledge of the principles and techniques used in public relations, marketing.
- Proficiency in Microsoft Office Suite software (Word, Excel, PowerPoint).
- Working knowledge of website maintenance and social media applications.
- Working knowledge of Adobe Creative Suite.

- Knowledge of Island County and its local communities.

## **BENEFITS**

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The Land Trust offers competitive compensation, matching retirement funds, excellent benefits, flexible work policies, and a collaborative work environment. We also provide professional development opportunities. The Land Trust culture supports and inspires conservation achievement and personal development.

### **FLEXIBILITY**

The Land Trust values work-life balance in its employment practices:

- Some flexible scheduling and some work-from-home available after successful onboarding
- 11 paid holidays
- 12 vacation days annually, increased with tenure
- 12 sick days annually
- Sabbatical leave program for high-performing long-time employees
- Dog-friendly office with pre-qualified dog(s)

### **BENEFITS**

- Medical, dental, and vision insurance (100% of employee-only premium is paid by the Land Trust). Family coverage available for purchase.
- 3% retirement match
- Generous paid time off and flexible scheduling, as listed above
- Professional development and training opportunities
- Values-driven, meaningful conservation work. At the Land Trust, your work makes a difference!

## **SALARY AND DETAILS**

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**PRIMARY LOCATION:** Greenbank Farm (Smoke-Free Workplace), Local Travel Required

**CLASSIFICATION:** Full-time, Salaried/Non-Exempt Position

**SALARY:** \$40,000 - \$47,000 Depending on Experience

## **TO APPLY**

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Submit a cover letter describing motivations, qualifications, and related life experience, along with your resume, attached to email, to: [jobs@wclt.org](mailto:jobs@wclt.org). No phone calls please!

Application review October 11, 2021. Open until filled.