



WHIDBEY CAMANO LAND TRUST COMMUNICATION SPECIALIST JOB DESCRIPTION

PRIMARY LOCATION: Greenbank Farm, Local Travel Required

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

SALARY: \$40,000 - \$55,000, depending on experience

REPORTS TO: Community Engagement Director

POSITION SUMMARY.

This individual develops, coordinates and implements communication strategies and fundraising materials that engage the community and ensures widespread and positive visibility for long-term viability and sustainability of the Land Trust. The ideal candidate is a self-directed, multi-tasker with a discerning attention to detail. They should also be versed in InDesign and photo editing software. The ideal candidate is highly organized, deadline oriented and will enhance the Land Trust's brand and ensure delivery of consistently high quality materials. The Communication Specialist plays a critical role in enhancing, expanding and retaining the Land Trust's donor base.

DUTIES AND RESPONSIBILITIES.

CONTENT, GRAPHIC DESIGN, PLANNING. Serves as primary strategist, content creator and assignor, coordinator, and graphic designer for all print publications and electronic communications.

- Prepares, assigns, coordinates, and manages timely production schedules including workback plans and interim and final deadlines.
- Designs, writes, edits and assigns content and oversees printing for all print and on-line communications including, but not limited to, newsletters, brochures, annual report, monthly Enews, nature blog, invitations, posters and other materials.
- Write fundraising letters including renewal emails and letters, thank you letters, and special appeals. Assist on production of capital campaign materials.
- Ensure consistent, targeted messaging and maintain branding in all communications.
- oversee graphic artist consulting contracts.
- In concert with the Outreach and Education Specialist, design and produce content for visual displays at events, local businesses, and other venues.
- Develop and maintain media relationships; write, edit and oversee distribution of news releases; prepare and place media articles and features about the Land Trust.
- Other duties, as assigned.

WEBSITE AND SOCIAL MEDIA.

- Develop and implement a pro-active social media strategy (including Facebook and Instagram) and work with staff and others to secure materials.
- Oversee the continual improvement of Land Trust's WordPress website, including adding relevant, current and refreshing content and photographs and managing website consultants.
- Manage, maintain, and expand high-quality and relevant photo library and ensure high quality photographs for relevant communications are secured.

REQUIRED QUALIFICATIONS AND RELATED LIFE EXPERIENCE.

MINIMUM QUALIFICATIONS.

- Three years related experience in communications or a combination of five years of education and experience in communications field.
- Proven writing, editing, design, social media and online communications skills.
- Strong written, verbal and listening communication skills and ability to make stories and fundraising appeals engaging to the audience.
- Outgoing and friendly personality with demonstrated ability to develop and cultivate positive working relationships with a wide variety and diversity of people and organizations.
- Excellent attention to detail and strong planning, organizational and problem-solving skills.
- Demonstrated ability to work under pressure, be highly organized, meet multiple and tight deadlines, manage conflicting demands, coordinate with other employees, and operate efficiently in an ever-changing work environment.
- Proficient with standard computer software, including MS Word, MS Excel, MS PowerPoint and use of design and other software such as Adobe Creative Suite, Classy, iContact, WordPress and Meta Business Suite.
- Demonstrated commitment to land conservation.
- Demonstrated ability to be proactive, creative and work collaboratively and independently.
- Must be able to work some non-standard hours, including evenings and weekends.
- Valid, insurable driver's license.

PREFERRED KNOWLEDGE, SKILLS AND EXPERIENCE.

- Ability to update website and use social media.
- Ability to write in different styles – expository, narrative, persuasive, and descriptive.

PHYSICAL REQUIREMENTS.

- This position requires the ability to use a keyboard, complete written documents, and operate general office equipment.
- Ability to lift 15-20 pounds.

BENEFITS. The Land Trust values work-life balance; its work culture supports and inspires conservation achievement and personal development.

- Full premium coverage for employee's medical, dental and vision insurance (family coverage available for purchase);
- 11 paid holidays;
- 12 vacation days annually, increased with tenure;
- 12 sick days annually;
- 3% matching SIMPLE retirement plan;
- Washington Paid Family and Medical Leave Program pursuant to state rules and eligibility;
- After successful onboarding, there can be some flexibility in schedule and work-from-home;
- Dog-friendly office with pre-qualified dog and employee; and
- Professional development and training opportunities.

TO APPLY. Submit a cover letter describing your qualifications and related life experience, along with your resume, via email to: jobs@wclt.org. No phone calls please! Deadline for applications is April 24, 2022. Position open until filled.

The office is a smoke-free and fragrance-free workplace. The Whidbey Camano Land Trust is an equal opportunity employer, committed to diversity, equity and inclusion.