Overview

Do you love Sycamore Land Trust’s mission of protecting natural areas and connecting people with nature? Do you have the interest and skills to share it with others to increase engagement? The Communications Director (CD) heads up communications and marketing initiatives for Sycamore Land Trust to build the organization’s reputation, membership, and support. The CD reports to the Executive Director and works closely with all other staff.

Responsibilities

- Develop and implement a communications plan aligned with Sycamore’s mission and strategic plan
- Set goals and monitor progress for all communications activities including website, newsletters, earned media, social media, outreach events, and marketing materials
- Build Sycamore’s membership base through strategic outreach; foster high retention through donor-centric service and communications
- Manage production of print publications (such as “The Twig” newsletter, Impact Report, Preserve Guide, Snapshot, and brochures), including conceptual design and goals, coordination of contributors and deadlines, copy writing, graphic design (or in the case of The Twig, Impact Report, and Preserve Guide, oversee freelance work), printing, mailing, and complementary online components
- Manage Sycamore’s website, email newsletters, and social media channels
- Help manage constituent database, online donation and event registration forms, and technical integrations between services (e.g. database integration with email newsletter service)
- Generate media coverage by building relationships with members of the media, actively seeking media coverage opportunities, and responding to interview requests
- Represent Sycamore at various public outreach meetings and forums, including giving presentations
- Help plan and market Annual Celebration, hikes, and other events
- Work with Development Director to steward donors, such as by writing donor updates and fulfilling benefits for business and foundation supporters
- Coordinate fundraising appeals with Development Director, including writing letters, designing envelopes and other components, ensuring message consistency, managing online components, and tracking results
• Serve as liaison Sycamore Branches young supporters group, e.g. coordinate committee meetings, market events, and represent Sycamore at events
• Supervise SPEA Service Corps Fellow and other interns and volunteers, providing meaningful work and feedback; fulfill obligations of Service Corps program and cultivate Sycamore’s reputation as a positive place to work
• Work with Volunteer and Membership Director to solicit, organize, and coordinate use of photography by volunteers
• Acquire knowledge of local and national issues related to Sycamore’s mission in order to serve as an effective spokesperson for the organization

Skills and Qualifications

• Enthusiasm for conservation and the mission, goals, and values of Sycamore Land Trust
• Excellent interpersonal skills and a friendly personality
• Strong written and oral communication skills
• Strong organizational skills and attention to detail; ability to manage multiple priorities, meet deadlines, delegate effectively, and motivate others
• Proficiency with Adobe Creative Suite, website CMS (e.g. WordPress), MailChimp (or similar), social media platforms, Microsoft Office, and preferably donor database software
• Basic graphic design skills and understanding of design fundamentals
• Comfort with public speaking and ability to engage diverse audiences
• Desire to work in a highly collaborative team-based environment

Other Requirements

• Valid driver’s license and reliable transportation
• Flexibility to work on evenings and weekends as needed

Compensation

Dependent on experience. This is a full-time position with benefits including health insurance, retirement, and paid vacation.

To Apply

Send your cover letter and resume to info@sycamorelandtrust.org by April 21, 2016. Please include your last name at the start of the file name. Applicants selected for an interview will be asked to provide samples of writing and graphic design (e.g. flyer or invitation).