



## Communications Coordinator

**Reports to:** Communications Manager

**Job Status:** Half-Time Non-Exempt (.5 FTE) with benefits

**Compensation:** \$18-20/hour with benefits

**Organizational Mission:** *Helping the community preserve open space, working lands, and habitat forever*

**POSITION SUMMARY:** The Communications Coordinator implements mission-driven engagement and communications strategies to inspire and promote a community conservation ethic in Jefferson County. The position is responsible for supporting an annual communications plan that includes print, social media, and web communications, event promotion, displays, advertising, and publicity. Combined, these activities will ensure positive and widespread visibility in the region, generating the support necessary to realize the mission of Jefferson Land Trust and connect people to the land.

### ESSENTIAL FUNCTIONS

The focus and priority tasks of the Communications Coordinator will fluctuate depending on the time of year and activities of the Land Trust; however, the position will support the following functions of the organization:

#### *Technical Production*

- At the direction of the Communications Manager, support the communications and development teams and the Land Trust's annual work plan by generating persuasive written content for use on the Land Trust's website, eNewsletter and organization emails, social media, newspaper columns and articles, event promotion, and print collateral such as brochures, annual report, and donor impact reporting publications
- Interview staff members, volunteers, landowners, partners, donors, and others to develop compelling stories that highlight and explain our work
- Publish news and event posts and develop website pages and image galleries on our website to help build the site, showcase our work, and capture and document our stories
- Design, test, and send eNewsletters on a monthly (or regular) basis. And provide support with other organizational emails as needed
- Oversee, develop, and execute the Land Trust's social media program, ensuring a

positive and vibrant online presence for the Land Trust

- Populate community event calendars with Land Trust events
- Oversee production and inventory of Land Trust stationery, greeting/thank you cards, and promotional materials
- Take photos and videos, select and size photos for use on website and other materials, and organize and maintain the Land Trust photo library
- Assist Executive Director with communications to Land Trust board and committee members as needed
- Help support the smooth functioning of the front office, welcoming visitors and answering the phone as needed
- Support all Land Trust programs, activities, and events with appropriate materials
- Support the design and production of content for visual displays and signage at events, local businesses, on Land Trust protected properties, and at other venues
- ***Other duties as assigned by supervisor***

#### **REQUIRED EDUCATION & EXPERIENCE**

Associate's or Bachelor's degree from an accredited institution and three years of experience in fields of communications, marketing, and/or similar experience; or equivalent education and experience.

#### **DESIRED QUALIFICATIONS**

##### ***General***

- Demonstrated ability to be creative, proactive, and collaborative
- Experience planning and prioritizing workload to meet tight deadlines
- Excellent interpersonal skills with an outgoing and friendly demeanor
- Ability to effectively engage others to achieve shared goals

##### ***Communications and marketing***

- Excellent communication skills, including written, graphic design, verbal, and listening
- Demonstrated ability to strategically promote an organization
- Proven ability to maintain a voice across publications
- Enthusiasm for making stories interesting and memorable
- Experience in managing website content (WordPress experience a plus)
- Experience creating and managing social media presence and community

##### ***Advanced computer skills***

- Proficiency with Adobe Creative Suite applications (experience with layout and design and photo editing a plus)

- Proficiency at using Google Workspace (gmail, drive, calendar, etc.)
- Adept at using MS Office suite and other applications, including website content management systems, presentation creation and editing software, scheduling/project management systems, spreadsheets, databases, and graphics
- Familiarity with constituent relationship management software (Salesforce experience a plus)

***Commitment to conservation and community***

- Passion for protecting natural habitat, farmlands, and scenic open spaces
- Knowledge of Jefferson County and its local communities a plus

**CORE COMPETENCIES**

- Team player
- Strong ability to manage and prioritize incoming tasks and meet deadlines
- Demonstrated organizational skills, accuracy, and attention to detail
- Good customer service and interpersonal skills; commitment to confidentiality
- Ability to be flexible and focus with office distractions

**PHYSICAL AND OTHER REQUIREMENTS**

- This position requires the ability to use a keyboard, complete written documents, and operate general office equipment, including telephone system, databases, printer and copier
- This position requires employee to work occasional non-standard hours, including evening and weekend events
- This position requires employee to have the ability to travel to various locations throughout Jefferson County for event and tour support, community engagement, photography, and other assignments
- This position requires the ability to lift up to 30 pounds

**Note:** Currently, Jefferson Land Trust's office is closed to the public and this will be a work-from-home position to start. Once the office re-opens, the person in this position will work at the office on a schedule to be determined with the supervisor.

This is a part-time, hourly position that reports to the Communications Manager. Jefferson Land Trust is committed to providing an environment of mutual respect where equal employment opportunities are available to all. We believe that diversity and inclusion are critical to our success, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.