



MARKETING AND COMMUNICATIONS MANAGER

The Public Lands Alliance (PLA) believes that parks, forests, and wildlife refuges need community based nonprofit organizations to help preserve and enrich them. Our mission is to connect, strengthen and represent these nonprofit partners of America's public lands.

PLA seeks a hard-working, highly organized, and detail-oriented individual who will drive marketing and communications essential to PLA, leading the development and distribution of its messages. Ideal candidates will have a proven ability to work both independently and in a team environment to accomplish the goals of the organization.

Key Responsibilities

The Manager's primary responsibilities are to:

- Oversee the organization's communications:
 - Craft and distribute general communications (i.e. monthly e-newsletter, educational and event promotions, annual report, press releases and digital content).
 - Maintain the organization's website, which includes designing and developing new content in addition to general updates.
 - Manage the organization's online communities and social media accounts.
 - Facilitate prompt and informative responses to member and stakeholder requests.
- Lead the organization's marketing efforts:
 - Direct membership renewal and recruitment processes.
 - Promote registration in PLA education programs and services.
 - Coordinate the organization's partnership awards program.
- Maintain the integrity of communications and marketing data:
 - Regularly update contact information of members, media, and other key stakeholders.
 - Develop metrics and report on the reach and impact of PLA's marketing and communications efforts.

Skills for Success

PLA seeks candidates with a genuine passion for public lands. The preferred candidates will have:

- 1-3 years of experience in marketing, communications, member management, nonprofit management, or similar field.

- Strong writer with excellent grammar and editing skills, and the ability to analyze and distill information into audience-specific content.
- Knowledge and experience using membership database systems and online communication platforms. PLA currently uses Higher Logic, Internet4Associations, Adobe Connect, Submittable, Constant Contact, and SurveyMonkey. Graphic design software experience preferred.
- Basic knowledge of CSS/HTML preferred.
- Ability to manage multiple projects at once and move projects ahead efficiently.
- Travel minimum of three weeks per year.

Working at the Public Lands Alliance

The Public Lands Alliance is located in Silver Spring, Maryland, within the Washington, D.C. Metro Area. PLA currently has five (5) full time positions in addition to contracted consultants. Although we work as a team, each staff member has a defined role to support the objectives of our strategic plan. For more information, visit www.publiclandsalliance.org.

PLA supports recruiting the best workforce and does not require applicants to live in the Washington, DC Metro Area. Full and partial telework options are available.

PLA offers a generous benefits package that includes: medical and dental insurance; 403(b) retirement plan (with employer contributions after one year of service); and competitive annual leave and 10 paid holidays per year. PLA supports professional development opportunities for its staff including membership with applicable professional societies. Salary is commensurate with experience.

How to Apply

To apply, send a resume, compelling letter of introduction describing your suitability for the position, and salary requirements to careers@publiclandsalliance.org with position title, “Marketing and Communications Manager,” in the subject line of your e-mail.

The Public Lands Alliance is proud to be an equal opportunity employer.

PLA does not discriminate on the basis of race, color, religion, sex, age, national origin, ancestry, marital status, sexual orientation, gender identification, medical condition or disability unrelated in nature and extent to the performance of his or her duties.

Resume reviews begin immediately and resumes will be accepted until the position is filled.