



Job Announcement

Marketing and Communications Coordinator

The Land Trust for Santa Barbara County seeks a full-time marketing and communications coordinator with excellent written and communications skills to develop and implement outreach, engagement, and communications activities.

Santa Barbara County is one of the world's great biogeographical regions. Since 1985, the Land Trust has worked actively with the community, local landowners, federal and state agencies, and other partners to conserve the county's natural resources, including more than 27,000 acres of the county's wildlife habitat, natural open space, and working ranch and farm lands.

Position Title:	Marketing and Communications Coordinator
Reports To:	Development Director
Work experience:	2-3 years
Est. Start Date:	January 15, 2020
Annual pay range:	\$45,000-\$55,000, commensurate with experience
Benefits:	Paid vacation and holidays Health and dental insurance Simple IRA program with employer-matching contributions
Location:	Santa Barbara, CA

Overview

The marketing and communications coordinator works as part of a team of three responsible for marketing, outreach, and fundraising functions at the Land Trust. Reporting to director of development, the coordinator will play an integral role in supporting and managing communications and outreach to Land Trust supporters, landowners, media, and the public and will work with the development team to plan and implement a communications strategy. As part of the team, the marketing and communications coordinator will attend development committee and staff meetings. This position does not supervise paid staff, and is paid on an hourly basis (non-exempt). While standard office hours are 9 a.m. to 5 p.m., occasional weekend and evening hours are required.

Job Duties

Marketing and Outreach

- Create content for biannual print and monthly electronic newsletters.
- Manage social media and online presence (Facebook, Twitter, Instagram, etc.).
- Promote the Land Trust and events in a timely and consistent manner on social media.
- Keep website information current and work with staff and consultants on occasional website facelifts, regular updates, and overhauls.
- Create and manage production of organizational materials such as brochures, reports, fliers, etc.
- Ensure that all promotional and marketing materials meet the Land Trust's brand identity strategy.

Fundraising

- Assist in writing fundraising letters, brochures, etc.
- Assist development team with event planning, promotion, and follow-up.
- Promote events through social media, online calendars, and print media outlets.
- Assist in developing electronic resources for events; maintain website accuracy, follow-up events with promotion and outreach.
- Prepare and manage foundation grant applications, reports, acknowledgments, and promotion of successful grants.
- Assist in event planning and attend events as member of the development team.

Media and Public Relations

- Develop media opportunities and create press releases in conjunction with development team.
- Manage distribution and follow-up on press releases and print media opportunities.
- Develop relationships with press/media and assist as point of contact for media.

Minimum Requirements

- A passion for land conservation and the Land Trust's mission to work collaboratively with landowners, government agencies, and other partners to achieve our goals.
- Minimum 2-3 years of work experience in marketing, communications, or related field.
- Superb written communication skills.
- Experience with social media and social media trends.
- Dexterity with Microsoft Office suite.
- Aptitude for managing multiple, simultaneous projects and working with a team.
- Ability to maintain confidentiality and show sensitivity to donor and landowner information and relationships.
- Strong interpersonal skills and a sense of humor.
- A commitment to excellence, teamwork, and creativity.

Desired Qualifications

- Previous work experience in conservation
- Adobe Creative Suite skills
- Aptitude with marketing platforms and email services such as iContact and MailChimp
- Experience with websites, WordPress in particular
- Familiarity with DonorPerfect
- Spanish language proficiency
- An eye for design and layout

Recruitment Process and Timeline

Applications will be reviewed as they arrive. Interested applicants should submit application materials via email to info@sblandtrust.org.

Required application materials include: (1) a cover letter, (2) resume, and (3) a writing sample with a brief description of your role in creating the document.

Writing Assessment: Applicants who pass initial review will be asked to complete a writing assessment.

Interviews: Successful candidates will be invited for interviews at our offices in Santa Barbara, CA, or video conference.

The Land Trust is an Equal Opportunity Employer.

To learn more about the Land Trust, please visit www.sblandtrust.org.