



Job Announcement

Communications Coordinator

May 2019

The Land Trust for Santa Barbara County seeks a full-time 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 farmlands.

Position Title: Communications Coordinator
Reports To: Development Director
Work experience: 2-3 years
Est. Start Date: August 1, 2019
Annual pay range: \$45,000-\$60,000, commensurate with experience
Benefits: Paid vacation and holidays
"Employer defined benefit" health and dental insurance plan for full-time employees
Simple IRA program that includes employer-matching contributions
Location: Santa Barbara, CA

Overview

The 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 communications coordinator will play an integral role in supporting and managing communications and outreach to Land Trust supporters, landowners, media, and the public and work with the development team to plan and implement a communications strategy. As part of the team, the 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.

Outreach

The communications coordinator will:

- Create content for biannual print and monthly electronic newsletters
- Act as one point of contact for design and printing contractors
- 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
- Manage social media and online presence (FB, 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

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 and public questions

Fundraising

Assist in writing fundraising letters, brochures, etc.

Assist development team with fundraising event planning, promotion, and follow-up

Promote events through social media, online calendars, and print media outlets

Assist in developing electronic resources for events and integrate donor management software; maintain website accuracy, follow-up events with promotion and outreach

Prepare and manage foundation grant applications, reports, acknowledgments, and promotion of successful grants

Be prepared to attend events as member of the development team

Minimum Requirements

Superb written communication skills

Experience with social media and social media trends

Dexterity with Microsoft Office products

2-3 years of work experience in communications or related field

A passion for land conservation and the Land Trust's mission

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

The Land Trust is an Equal Opportunity Employer.

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

Recruitment Process and Timeline

Application filing deadline: Monday, June 17, 2019, 8:00 a.m. PDT

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 the document.

Writing Assessment: Wednesday, June 19 – Monday, June 24, 2019

Applicants who pass initial review will be contacted on June 19 and asked to complete a writing assessment, which must be returned to the Land Trust via email by June 24, 8:00 a.m. PDT.

Interviews: Monday, July 8 – Friday 12, 2019 (times TBD)

Applicants who pass the questionnaire review will be invited to interview at our offices in Santa Barbara, California, or via telephone or videoconference.