



# NORTHCOAST REGIONAL LAND TRUST

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## Communications Manager Job Description

Application Packet for the position of: **Communications Manager**

### **About NRLT:**

The Northcoast Regional Land Trust (NRLT) is a nonprofit land trust formed in 2000 by a group of people from diverse backgrounds to conserve the wild and working lands of Humboldt, Trinity, and Del Norte Counties. To date, in partnership with conservationists, ranchers, farmers, timberland managers, natural resource scientists, environmental advocates, and other community partners, NRLT has permanently protected over 56,000 acres of forest, rangelands, wetlands, oak woodlands, and vital open spaces in northwestern California.

### **Position Summary:**

NRLT is seeking a communications professional with at least four years experience to join our growing team. The Communications Manager will support the organization by developing compelling, creative content that inspires the community to better understand and support the Land Trust. This position is responsible for storytelling in electronic media (website, social media, video, etc.), print media (newsletter, brochures, signage, etc.), and some in person activities (workshops, friendraising/outreach events). The Communications Manager reports to the Outreach & Development Director and works collaboratively with other NRLT staff.

Staff at NRLT enjoy a flexible schedule, excellent benefits, and a casual work environment. Staff are supported by, and get the opportunity to work with, a dynamic community of volunteers, landowners, and other land trust partners. We recognize that diverse teams make the strongest teams and encourage people from all backgrounds to apply.

**Availability:** Position available June 1, 2022

**Hours:** 20 hours per week

**Starting Pay Range:** \$23-\$27 per hour, depending on experience

**Benefits:** 13 paid holidays, two weeks paid vacation per year; paid sick leave; eligibility for enrollment in organization's health insurance plan (50% of premium is paid by the organization for part-time employees) or a benefits stipend; up to 3% matching contribution for retirement plan.

***Position open until filled. First application review date: Monday, May 23, 2022.***

### **Essential Job Functions:**

- Strengthen and manage all aspects of internal and external agency communications
- Develop an annual communications calendar in partnership with the Outreach and Development Director.
- Generate and publish newsletters, brochures, video, and other external communications
- Work with other staff to tell stories from all parts of the organization – landowners, fee properties, education, board members, etc.
- Oversee website - update and maintenance, keeping content fresh and engaging
- Create presentations and reports and coordinate their distribution
- Provide communications support for fundraising
- Oversee electronic communications with supporters via email and social media
- Oversee the development of swag for outreach purposes including partnerships with local artists, when available



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- Create and distribute press releases and work with local media to draw attention to the organization's work
- Creatively develop new ways to share the story of the Northcoast Regional Land Trust with the public via electronic media, print media, and in-person outreach activities
- Participate in grant writing efforts, including government grants and individual foundation grants

## **Organizational Responsibilities:**

- Attend and participate in relevant staff, Board and/or committee meetings
- Participate in staff development activities/trainings as needed to complete job duties or as required by the Executive Director
- Responsible for developing and maintaining positive, effective working relationships with fellow staff, volunteers and Board members

## **Qualifications:**

The Communications Manager will possess the combination of educational training, employment experience and technical abilities necessary to carry out the duties outlined in this job description. An ideal candidate will have previous experience in nonprofit communications but experience in marketing, journalism, or public relations may also be appropriate. The ideal candidate would also have:

- A genuine interest and enthusiasm for conservation of wild and working lands
- Ability to produce content that reaches a range of audiences within the region and beyond
- Knowledge and understanding of northwestern California
- The ability to work with sensitivity and without discrimination towards peoples of diverse perspectives, cultures, races/ethnicity, socio-economic positions, ages, religions, genders, physical/mental challenges/disabilities, and sexual orientations
- A creative approach to storytelling in a variety of different mediums
- The ability to communicate effectively, verbally and in writing, to a diverse range of audiences
- The ability to show initiative and share decision-making with co-workers
- A demonstrated ability to work under pressure to meet strict deadlines
- Experience with grant writing
- Experience with social media management
- Experience creating video for storytelling
- Experience with graphic design software, ex. Adobe Creative Suite, Canva, etc.
- Ability to perform job duties with a high degree of self-direction and with minimal supervision
- Ability to maintain a professional, collaborative, and confidential work environment

## **Physical Requirements and Travel:**

- Able to work on a computer for up to 8 hours a day, including sitting (or standing) at a desk for extended periods; to read a computer screen; and manual dexterity to operate a keyboard

## **Supervision of Others:**

- May be responsible for overseeing volunteers, interns, and staff

## **Location:**

- At NRLT's Arcata office (ability to work remotely part of the time is negotiable)



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## **How to Apply for the Position:**

*Position open until filled. First review date of applications: Monday, May 23, 2022.*

*Applicants must submit the following electronically as a combined PDF to [info@ncrlt.org](mailto:info@ncrlt.org)*

1. Application cover sheet (see attached)
2. A brief cover letter
3. Resume
4. List of at least three professional references
5. Additional supporting documents: please provide at least two writing samples and an example of other creative content (e.g. audio/visual, social media post, flyer, etc.)



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## APPLICATION COVER SHEET

### GENERAL INFORMATION

<b>Name (Last)</b>	<b>(First)</b>	<b>(Middle Initial)</b>	<b>Primary Telephone</b> ( )	
<b>Address (Mailing Address)</b>	<b>(City)</b>	<b>(State)</b>	<b>(Zip)</b>	<b>Other Telephone</b> ( )
<b>E-Mail Address</b>	Are you legally entitled to work in the U.S.? <input type="checkbox"/> Yes <input type="checkbox"/> No			

### POSITION

<b>Communications Manager</b>	
I understand that this position may require driving and I am able to furnish a valid driver's license and proof of auto insurance:  <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Work Start Date</b> ( <i>When will you be available to start work?</i> ):
<b>How did you hear about this position?</b>	<b>Salary desired for this position:</b>

I hereby certify that all entries on this job application and any attachments are true and complete. I also agree and understand that any falsification this information may result in my forfeiture of employment. I understand that all information on this job application is subject to verification and I agree that you may contact references and educational institutions listed on this application.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_