



## **Communications Coordinator Position Description**

The Chelan-Douglas Land Trust (CDLT) seeks a Communications Coordinator to support the mission and vision of a growing and successful land conservation organization in North Central Washington. The CDLT has a solid record of community engagement, land protection, and stewardship. The Land Trust connects people to nature and has earned a compelling reputation for bringing diverse groups of people together to achieve common conservation goals.

**CDLT MISSION:** We engage communities in conserving, caring for, and accessing the natural lands and waters that sustain North Central Washington.

**CDLT VISION:** We envision thriving natural systems sustaining the diversity of human communities in North Central Washington

### **POSITION SUMMARY:**

The Communications Coordinator will play a crucial role in marketing, communications, and fundraising efforts, with a specific focus on donor stewardship. The Communications Coordinator will partner with the Development team and support the entire organization to develop CDLT's brand and support our mission through strategic marketing and communications. Specific duties will be designed to take maximum advantage of individual skill sets and complement the roles of existing staff.

### **DUTIES AND RESPONSIBILITIES:**

- Communicating the mission: develop and implement marketing strategies with a focus on storytelling to promote our organization's initiatives, programs, and events through various channels, including social media, email marketing, and traditional media. Communications include but not limited to:
  - Quarterly membership renewals
  - Bi-annual appeals
  - Bi-annual newsletters
  - Monthly e-newsletters
  - Event invitations
  - Annual Report
  - Press Releases
  - Regular website updates
- Develop, audit and sync CDLT's brand standards across all platforms.
- Workflow Management: Oversee multiple marketing and fundraising projects simultaneously, ensuring seamless execution and meeting deadlines. This role will support the entire team by managing an outreach calendar, tracking events and communication for members and the public.

- Identify new opportunities and innovative strategies to enhance our marketing and fundraising efforts, driving continuous improvement.
- Data Analysis: In concert with the Development Director, use data analytics to measure the success of marketing campaigns, fundraising initiatives, and donor engagement efforts, providing valuable insights for decision-making.
- Fundraising Support: Provide vital support for fundraising activities with a focus on donor stewardship to nurture existing relationships and cultivate new ones. Creating donor communications in collaboration with the Development Director including appeals, membership acquisition and renewals. Provide support through communications for in-person and online events. Represent CDLT at fundraising and community events.

#### **DESIRED QUALIFICATIONS:**

- One to three years in project management, communications, journalism, or marketing.
- Storytelling Abilities: Demonstrated track record of delivering compelling narratives through various mediums.
- Data-Driven Approach: Experience in using data analytics to assess performance and inform decision-making. Experience or interest in researching and analyzing market trends, demographics, peer and aspirational organization work, and other relevant information to form marketing strategies.
- People Skills: Excellent interpersonal and communication skills to collaborate effectively with diverse teams and stakeholders.
- Bilingual Spanish/English a plus
- Enthusiastic about the mission and impact of CDLT.
- Experience in publishing software, Adobe applications, META Platforms and complementary media, and CRM platforms.
- Initiative-taker, self-disciplined person with spark, imagination, and creativity.
- Ability to remain focused and not intimidated by tasks/time limitations.

#### **ADDITIONAL ESSENTIAL DUTIES:**

Despite its steady growth, Chelan-Douglas Land Trust remains a small, grassroots organization. As such, this position may be needed to assume added duties as directed by the Development Director to retain and advance the viability of this non-profit organization.

#### **SALARY AND BENEFITS:**

We offer a competitive salary that is consistent with Land Trust Alliance practices, with excellent benefits, including group medical and dental insurance, travel reimbursement, training opportunities, 30 days of paid holiday and vacation time, and a simple IRA with employer match. Starting salary is dependent upon experience and is set at \$45,000-\$60,000 per year for 40 hours per week.

#### **TO APPLY:**

Applications will be reviewed as received until August 30, 2023, or until the position is filled. Please send a cover letter and résumé by email to Angela Morris, Associate Director at [angela@cdlandtrust.org](mailto:angela@cdlandtrust.org)