

# Communications Manager

## *Position Description*



**Position:** Communications Manager

**Location:** 511 SE Morrison, Portland, OR

**Hours:** Full-time, Exempt

**Compensation:** \$50,000- \$60,000, depending on experience.

**Benefits:** medical and dental insurance, a retirement fund with match benefits and generous vacation.

### **Position Summary**

The [Coalition of Oregon Land Trusts](#) (COLT) is seeking a communications manager to oversee and implement all communication activities. The communications manager will manage COLT's internal and external strategic communications including newsletters, press releases, social media and publications. This position will also help advance a new and ambitious statewide communications initiative to inspire more Oregonians to engage in conservation. COLT and our 19-member land trusts are embarking on a shared campaign to equip land trusts with expert research, training, messaging, and the tools they need to significantly ramp up communications capacity on a local level while also coordinating together on a statewide level. This position will manage that effort.

The communications manager will report to and collaborate with the executive director, be assisted by the administrative coordinator, and manage COLT's Communications Committee.

### **About COLT**

From the Columbia River Gorge to Willowa County, Oregon's land trust community plays a critical role in protecting the land and waters that define us as a people. Collectively, Oregon land trusts have permanently conserved over half a million acres, adding to Oregon's biodiversity, protected fish and wildlife habitat, vibrant working landscapes, and recreational opportunities.

The Oregon land trust community came together in 2011 to launch the Coalition of Oregon Land Trusts because they believed that their own individual land trust message would be made stronger by joining forces with partners statewide. COLT is a 501(c)3 organization with a mission to serve and strengthen the land trust community in Oregon. COLT accomplishes this mission by increasing the effectiveness of land trusts and the land trust community, strengthening public policies and programs that are supportive of land conservation, and communicating to key audiences the value of land trusts in conserving Oregon's natural heritage and the economic activities that depend on it.

## Core Responsibilities

### *Strategic Communications*

- Develop strategies and the strategic communication direction for COLT to advance our [Communications Action Plan](#), with a primary focus on keeping our member land trusts informed.
- Craft key messages to support COLT's policy and communications priorities.
- Work with the executive director to draft and distribute press releases.
- Cultivate and develop relationships with members of the media, and manage media contact list.
- Solicit opinion pieces and letters-to-the-editor to support policy priorities.
- Create regular e-newsletters and calls-to-action (as needed) to our email list.
- Develop new communication channels including video.

### *Communications and Engagement Initiative*

- Serve as the primary project manager for COLT's new [Communications and Engagement Initiative](#): oversee the timeline, manage contractors, track project metrics, coordinate land trust participation, and schedule meetings.
- Help organize communications trainings for COLT members and identify training priorities.
- Synthesize lessons learned from statewide communications research to inform the creation of a communications toolbox to assist COLT members in communications.
- Manage and direct an annual "Get Outdoors Day" campaign among all members, including the creation of a media, marketing, and sponsorship plan.

### *Annual State of the Lands*

- Guide, manage, and develop COLT's annual [State of the Lands](#) report, including gathering stories from member land trusts to highlight key messages.
- Develop and implement a release plan for the report.

### *Website and Social Media*

- Oversee website content and development; track analytics.
- Develop and implement social media strategy.

### *Work with Partners*

- Leverage communications efforts and coordinate messages with key partners such as the Land Trust Alliance, Oregon Association of Conservation Districts, Network of Oregon Watershed Councils, agency partners, funders, and others.

## Preferred Skills and Experience

COLT seeks a highly organized project manager with expertise in strategic communications and an interest in innovation. As this position will serve and support COLT's 19-member land trusts, being able to interface and work well with our diverse stakeholders is critical. While this position requires communications expertise, we also wish for someone who is passionate about conservation in Oregon. The ideal candidate will be both independent and a team player, strategic and creative.

### The specific skills we are looking for include:

- Degree in communications-related field and / or 4-6 years of relevant work experience
- Demonstrated project management experience
- Strong customer service background to assist our 19 member land trusts
- Strong written and verbal communications skills
- Experience with website management, preferably Wordpress
- Knowledge of digital communications media
- Experience with graphic design and publication software
- Experience working directly with the media
- Familiarity with the Oregon legislative process
- An interest and passion for land conservation in Oregon

### Special considerations and restrictions

We recognize the importance of work-life balance for the health and happiness of our employees. With that in mind, the nature of COLT's work will require scheduling flexibility to accomplish what's needed, including occasional after-hours and travel to attend events/meetings, and to meet deadlines.

To apply, please prepare one PDF document with:

- A one page cover letter,
- A short writing sample or media piece you helped develop, and
- Your resume with three professional references.

Please send to [jobs@oregonlandtrusts.org](mailto:jobs@oregonlandtrusts.org). We will begin reviewing applications and scheduling interviews on **Monday February 5, 2018**.

*The Coalition of Oregon Land Trusts is an equal opportunity employer. Women, people of color, people with disabilities, and LGBTQ candidates are strongly encouraged to apply.*