



Big Sur Land Trust is hiring a new

## Marketing & Development Associate

(Posted January 2026)

Join **Big Sur Land Trust (BSLT)** as our **Marketing & Development Associate**, a dynamic role that helps share our mission, deepen community connections, and inspire people to give. This position supports fundraising and marketing efforts through compelling storytelling, thoughtful visual direction, and consistent brand messaging across all communication channels. You'll work closely with a collaborative team dedicated to conserving land, fostering access to nature, and building lasting relationships with supporters.

*Big Sur Land Trust is a non-profit organization with a mission to inspire love of land across generations, conserve of our unique Monterey County landscapes, and increase access to outdoor experiences for all. We see a future where natural landscapes, working lands, urban open spaces and healthy communities are cared for by people who share a love of nature and a deep appreciation for the richness of their diverse cultures.*

Job Detail	
<b>Job Title:</b> <b>Location:</b> <b>Status:</b> <b>FTE:</b> <b>Reports to:</b> <b>EEO:</b>	Marketing & Development Associate Monterey Office Nonexempt – Full Time 100% Director of Development <i>Big Sur Land Trust provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, or genetics</i>
Job Duties	
<b>General Description</b>	<p>As a Marketing &amp; Development Associate, you will assist the development team in achieving our annual fundraising, marketing and social media goals. You will support our brand, core messaging, and inclusive voice while developing new messaging that reflects our leadership in land conservation and stewardship. This role will create and implement key fundraising and marketing campaigns and support major events.</p> <p>The associate will drive major event logistics and support donor stewardship efforts. Along with outside creative and production support, this person will create compelling content that inspires existing supporters and prospective donors, partners, and volunteers to protect and care for threatened wild lands and waters and promote climate resiliency.</p>
<b>Examples of Primary Duties:</b>	<p><b>Marketing/Communications</b></p> <ul style="list-style-type: none"><li>• Ensure consistent Big Sur Land Trust brand/messaging across all channels, in alignment with BSLT's mission, vision, and values</li><li>• Develop and annually update the Communications Plan in coordination with the Development Director and in alignment with the Strategic Plan</li><li>• Manage development, writing, design, and production of all print and electronic materials, with support from our Marketing Agency</li><li>• Draft scripts, speeches, presentations, and other external communications</li><li>• Support video editing and review provided content for finalization with the Marketing Agency.</li><li>• Develop case statements and materials for fundraising campaigns and initiatives.</li><li>• Research and draft donor stories for publications and planned giving appeals (2- 4x/year)</li><li>• Monitor and analyze engagement metrics across social media and email campaigns; adjust strategies based on performance</li><li>• Social Media:</li></ul>

	<ul style="list-style-type: none"> <li>○ Create and manage editorial calendars for social media and newsletters</li> <li>○ Maintain and update website content regularly to ensure accuracy and relevance</li> </ul> <p><b>Public Relations &amp; Vendor Management</b></p> <ul style="list-style-type: none"> <li>• Draft Press Releases and organize media events</li> <li>• Develop and maintain press/media relationships and act as main point of contact</li> <li>• Prepare media kits and maintain a database of press contacts</li> <li>• Find and solicit speaking &amp; event opportunities for CEO across the community</li> <li>• Act as liaison and main point of contact for our Creative/Marketing Agency</li> <li>• Responsible for managing all advertising placements and deadlines, negotiating pricing, receiving, and approving invoices, and tracking expenses</li> <li>• Manage relationships with our print/signage vendors, direct mail vendors, film crews and professional photographers</li> <li>• Track media coverage and prepare reports for leadership</li> </ul> <p><b>Development Support</b></p> <ul style="list-style-type: none"> <li>• Manage annual gift communications</li> <li>• Assist with donor database management and ensure accurate record-keeping</li> <li>• Support grant writing and reporting efforts as needed</li> <li>• Coordinate logistics for donor appreciation events</li> <li>• Support all Development and Communications major projects, including Annual Campaign and Special Project Campaigns</li> <li>• Prepare presentations for the Development Committee and Board of Trustees Attend community events as needed for networking or outreach tabling opportunities</li> <li>• Perform other duties as assigned</li> </ul>
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Accountabilities	
<p>The Marketing &amp; Development Associate is accountable for delivering the following results:</p> <ul style="list-style-type: none"> <li>• Developing and implementing marketing strategies that effectively communicate BSLT's mission, strategic vision, values, program outcomes and conservation strategies</li> <li>• Track progress of BSLT Strategic, Annual and Development/Communications Plan</li> <li>• Create visually compelling, useful, and effective materials and communications</li> <li>• Publish and distribute major stories in press covering BSLT's work</li> </ul>	
Desired Qualifications	
<b>Knowledge and Skills</b>	<p>The successful candidate will possess any combination of education, training, and work experience that provides the required knowledge and skills. Typical qualifying education and experience might include:</p> <ul style="list-style-type: none"> <li>• Willing and eager to work as part of a team in an office-based environment</li> <li>• Proficiency in Microsoft 365 required, Salesforce for Nonprofits experience preferred</li> <li>• Bachelor's degree in marketing, communications, or a related field</li> <li>• 2–3 years of equivalent work experience in development or marketing</li> <li>• Strong written, verbal, and interpersonal communications skills</li> <li>• Strong project management skills with ability to handle multiple projects with different deadlines</li> <li>• Strong interpersonal skills and ability to communicate professionally with a culturally diverse group of volunteers, co-workers, and donors</li> </ul>

Physical/ Mental Work Demands:	<ul style="list-style-type: none"> <li>• Flexible schedule to support programs occasionally working long days, evenings, or weekends</li> <li>• Ability to spend hours listening and talking; working on the computer and phone; driving to appointments and events</li> <li>• Ability to hike and drive on rough and varied terrain</li> <li>• Ability to lift 25 pounds safely</li> </ul>
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**Compensation & Benefits:** The salary range is \$31-35 hourly, based on experience and qualifications. BSLT offers a competitive benefits package that includes comprehensive health coverage (medical, dental, and vision), life insurance, 403(b) contributions, HSA contributions, and an Employee Assistance Program. Employees also receive paid holidays, vacations, and 40 hours of paid sick leave annually. *Employment is contingent upon the successful completion of a background check. In compliance with the California Fair Chance Act, background checks are conducted only after a conditional offer of employment and are evaluated fairly and individually, consistent with applicable laws.*

**How to Apply:** The following three items are required to be considered for the position:

1. Your resume
2. A letter of interest that addresses qualification requirements, notes availability to start.
3. Please E-mail the completed application to [employment@bigsurlandtrust.org](mailto:employment@bigsurlandtrust.org). Applicants with the most relevant experience and qualifications suitable for the position will be contacted for interviews. No calls, please. **The position is available immediately and will remain open until filled.** For more information about BSLT, please visit [www.bigsurlandtrust.org](http://www.bigsurlandtrust.org)