



Big Sur Land Trust is hiring a new

## Manager, Marketing & Communications

(Posted June 2026)

Join **Big Sur Land Trust (BSLT)** as our **Manager, Marketing & Communications**, a highly strategic and creative leadership role responsible for shaping how we share our mission, elevate our brand, and inspire deeper engagement and philanthropy. This position drives integrated marketing and communications efforts through compelling storytelling, thoughtful visual direction, and clear, audience-centered messaging across all channels.

Working in close partnership with the Chief Philanthropy Officer and cross-functional teams, you will lead initiatives that strengthen community connection, expand visibility, and support fundraising growth. You'll collaborate with a passionate team dedicated to conserving land, increasing equitable access to nature, and building lasting relationships with supporters and partners.

*Big Sur Land Trust is a nonprofit organization with a mission to inspire love of land across generations, conserve our unique Monterey County landscapes, and expand access to meaningful outdoor experiences for all. We envision a future where natural landscapes, working lands, and urban open spaces are cared for by inclusive and connected communities who share a deep appreciation for the richness of diverse cultures and the natural world.*

Job Detail	
<b>Job Title:</b> <b>Location:</b> <b>Status:</b> <b>FTE:</b> <b>Reports to:</b> <b>EEO:</b>	Manager, Marketing & Communications Monterey Office Nonexempt – Full Time 100% Chief Philanthropy Officer <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>The <b>Manager, Marketing &amp; Communications</b> is responsible for shaping and elevating BSLT's brand, voice, and visibility to advance its mission and drive revenue growth. This role leads integrated marketing and communications strategies supporting program impact, donor engagement, and audience growth.</p> <p>This strategic and creative role will lead BSLT's brand evolution, including a 50th Anniversary campaign, ensuring communications are compelling and audience-centric. Working with the Chief Philanthropy Officer (CPO), this position oversees all marketing and communications to increase engagement, supporters, and revenue.</p>
<b>Examples of Primary Duties:</b>	<p><b>Brand Strategy &amp; Evolution</b></p> <ul style="list-style-type: none"> <li>• Work with CPO to lead a brand refresh/repositioning to ensure relevance and resonance across key audiences</li> <li>• Define and steward brand voice, messaging, and visual identity across all channels</li> <li>• Ensure consistency and quality across all communications and touchpoints</li> <li>• Position the organization as a leader in its field through compelling storytelling and thought leadership</li> </ul> <p><b>Campaign Leadership (50th Anniversary &amp; Beyond)</b></p> <ul style="list-style-type: none"> <li>• With CPO, lead the strategy and execution of a 50th Anniversary campaign, leveraging it as a major moment for visibility, engagement, and fundraising</li> <li>• Develop integrated, multi-channel campaigns that support donor acquisition, retention, and upgrade</li> <li>• Partner with team members to align campaigns with fundraising priorities and revenue goals</li> </ul> <p><b>Audience-Centered Content &amp; Communications</b></p>

	<ul style="list-style-type: none"> <li>• Develop messaging and materials tailored to distinct audience segments (donors, prospects, community members, partners)</li> <li>• Ensure all communications are clear, compelling, and aligned with audience motivations</li> <li>• Oversee creation of key materials, including donor communications, campaign assets, reports, digital content, and storytelling pieces</li> <li>• Continuously refine messaging based on performance and feedback</li> </ul> <p><b>Revenue &amp; Growth Alignment</b></p> <ul style="list-style-type: none"> <li>• Partner closely with team to ensure marketing efforts directly support fundraising outcomes</li> <li>• Contribute to donor acquisition strategies and funnel development</li> <li>• Track and optimize performance metrics related to engagement, conversion, and growth (e.g., followers, email performance, campaign ROI)</li> <li>• Ensure communications are not only engaging but driving measurable impact</li> </ul> <p><b>Cross-Functional Collaboration</b></p> <ul style="list-style-type: none"> <li>• Work across program, development, and leadership teams to surface stories and align messaging</li> <li>• Ensure communications accurately reflect programmatic impact and organizational priorities</li> <li>• Serve as a connector across teams to maintain alignment and momentum</li> </ul> <p><b>External Partners &amp; Consultant Management</b></p> <ul style="list-style-type: none"> <li>• Manage external agencies, designers, writers, and consultants in partnership with the CPO</li> <li>• Ensure high-quality deliverables, on time and on budget</li> <li>• Bring in new capabilities and creative approaches as needed to elevate the organization’s work</li> </ul>
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<b>Accountabilities</b>
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<p><b>The Manager, Marketing &amp; Communications is accountable for delivering the following results:</b></p> <ul style="list-style-type: none"> <li>• Developing and executing integrated marketing and communications strategies that effectively elevate BSLT’s brand, visibility, and mission impact</li> <li>• Driving measurable growth in engagement, audience reach, and philanthropic support through strategic campaigns and initiatives</li> <li>• Ensuring all communications clearly reflect BSLT’s mission, strategic priorities, program outcomes, and conservation leadership</li> <li>• Strengthening brand consistency, voice, and storytelling across all channels and touchpoints</li> <li>• Supporting fundraising success by aligning marketing efforts with donor acquisition, retention, and revenue goals</li> <li>• Tracking, analyzing, and reporting on key performance metrics (e.g., engagement, conversion, campaign effectiveness) and using insights to continuously improve outcomes</li> <li>• Producing high-quality, compelling, and audience-centered materials that reinforce BSLT’s leadership and inspire action</li> </ul>	
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<b>Desired Qualifications</b>
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<b>Knowledge and Skills</b>	<p>The successful candidate will possess a combination of education, training, and experience that demonstrates the following:</p> <ul style="list-style-type: none"> <li>• 5–8 years of experience in marketing, communications, brand strategy, or a related field</li> <li>• Proven experience leading brand development, repositioning, or refresh initiatives</li> <li>• Demonstrated success developing and implementing campaigns that drive engagement and/or revenue</li> <li>• Strong storytelling abilities across multiple formats, including digital, print, and experiential channels</li> <li>• Experience working in or with nonprofit or mission-driven organizations preferred</li> <li>• Familiarity with digital marketing tools, analytics platforms, and audience segmentation strategies</li> <li>• Experience supporting fundraising, donor communications, or philanthropy initiatives</li> <li>• Strong project management skills, with the ability to manage multiple priorities and deadlines</li> <li>• Excellent written, verbal, and interpersonal communication skills</li> </ul>
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	<ul style="list-style-type: none"> <li>• Ability to collaborate effectively across teams and build strong working relationships with internal and external partners</li> <li>• Experience managing external vendors, agencies, and creative partners</li> </ul>
<b>Physical/ Mental Work Demands:</b>	<ul style="list-style-type: none"> <li>• Flexible schedule, including occasional long days, evenings, or weekends to support programs and events</li> <li>• Ability to spend extended periods listening, speaking, and working on a computer or phone; travel to meetings and events as needed</li> <li>• Ability to hike and drive on rough and varied terrain</li> <li>• Ability to safely lift up to 25 pounds</li> </ul>

**Compensation & Benefits:** The salary range for this position is **\$83,000–\$93,000 annually**, based on experience and qualifications. Big Sur Land Trust offers a competitive benefits package that includes comprehensive health coverage (medical, dental, and vision), life insurance, 403(b) retirement contributions, HSA contributions, and an Employee Assistance Program. Employees also receive paid holidays, vacation time, and paid sick leave.

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)