



Big Sur Land Trust is hiring a new
Communications Manager

(Posted June 2024)

Join Big Sur Land Trust (BSLT) as our Communications Manager, where you will play a key role in developing and executing a communications strategy that supports Big Sur Land Trust’s mission and inspires people to give. This person is responsible for creating the written content and directing the visual representation for Big Sur Land Trust across all communication channels. Join our outstanding team dedicated to nurturing talent and fostering a supportive, diverse work environment to achieve Big Sur Land Trust’s mission:

Big Sur Land Trust is a non-profit organization with a mission to inspire love of land across generations, conservation of our unique Monterey County landscapes, and 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

<p>Job Title: Communications Manager Location: Monterey Office Status: Nonexempt FTE: 100% Reports to: Chief Development Officer (CDO) EEO: The 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</p>	
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Job Duties

<p>General Description</p>	<p>As Communications Manager, you will maintain our long-standing high value brand, core messaging, and inclusive voice while developing new messaging as needed that reflects our leadership in land conservation and stewardship. This person will apply their expertise in written communications to elevate our work throughout Monterey County and connect land and water conservation to climate resiliency. Along with outside creative and production support, the communications manager will create compelling content that inspires existing supporters and prospective donors, partners, and volunteers to protect and care for threatened wild lands and waters.</p>
<p>Examples of Primary Duties:</p>	<p>Marketing/Communications</p> <ul style="list-style-type: none"> • Ensure the consistent overall Big Sur Land Trust brand/messaging and its highest and best quality execution, following our brand guidelines both internally and externally, in alignment with BSLT’s mission, vision, and values • Responsible for developing and annually updating the Communications Plan in coordination with the CDO and in alignment with the Strategic Plan • Manage the development, writing, design, and production of all print and electronic materials, with support from our Marketing Agency <ul style="list-style-type: none"> ○ Print materials include publications, newsletters, postcards, direct mail donor appeals, flyers, posters, etc. ○ Electronic materials include email newsletters (2x/month), email appeal letters, social media, and website • Develop strong case for support by writing the script and managing production of at least two videos produced externally and support idea creation and editing of videos produced internally • Support and help edit speeches, presentations, and significant external written communications • Work with staff to capture “mission moments” and storytelling of program impact • Create talking points for major projects, events, etc. • Review external facing messaging and content provided by departments and work with Marketing Agency to create the final product

	<ul style="list-style-type: none"> • Develop case statements and materials for raising money for BSLT’s projects, initiatives, and special campaigns, i.e., Monterey County Gives, <i>Thankuary</i> campaign • Support our planned giving program by working with Donor Relations Manager to research and collect Donor Stories/Profiles for publications and targeted planned giving appeals (2- 4x/year) <p>Public Relations</p> <ul style="list-style-type: none"> • Write Press Releases and organize press conferences and other media events as necessary • Actively develop and maintain press/media relationships and act as main point of contact • Seek opportunities to connect the President and CEO into the greater community (public speaking, events, etc.) <p>Vendor Management</p> <ul style="list-style-type: none"> • Act as liaison and main point of contact for our Creative/Marketing Agency • Responsible for managing all advertising placements and deadlines, negotiating pricing, receiving, and approving invoices, and tracking expenses • Manage relationships with our print/signage vendors, direct mail vendors, film crews and professional photographers • Work with translator as needed <p>Additional Functions</p> <ul style="list-style-type: none"> • Support all Development and Communications major projects, Annual Campaign and Special Project Campaigns as needed • Provide presentations to the Development Committee and Board of Trustees as needed • Attend community events as needed for networking or outreach tabling opportunities • Other duties as assigned
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Accountabilities	
	<p>The Communications Manager is accountable for delivering the following results:</p> <ul style="list-style-type: none"> • Developing and implementing marketing strategies that effectively communicate BSLT’s mission, strategic vision, values, program outcomes and conservation strategies • Track progress of BSLT Strategic, Annual and Development/Communications Plan using the Microsoft 365 project management tool • Visually compelling, useful, and effective materials and communications • Major stories in press covering BSLT’s work
Qualifications	
Knowledge and Skills	<p>The successful candidate will possess any combination of the 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"> • Bachelor’s degree and 5-10 years equivalent work experience or related communications/marketing experience preferred • Strong written, verbal, and interpersonal communications skills • High level proficiency with Microsoft 365, including Word and Excel • Strong project management skills with ability to handle of multiple complex projects with deadlines, problem-solving, and collective brainstorming • Strong interpersonal skills and ability to communicate professionally with a culturally diverse group of volunteers, co-workers, and donors

Physical/ Mental Work Demands:	<ul style="list-style-type: none">• Flexible schedule to support programs occasionally working long days, evenings, or weekends• Ability to spend hours listening and talking; working on the computer and phone; driving to appointments and events• Valid driver's license and a clean driving record with the ability to successfully complete the health screening required to transport passengers in mountainous terrain• Ability to hike and drive on rough and varied terrain• Ability to lift 25 pounds safely
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Compensation & Benefits: The annual salary range is **\$80,000-\$90,000**, depending on experience and qualifications. BSLT offers a competitive benefits package including extensive health plan, which includes medical, dental, and vision coverage and life insurance; contributions to a 403(b); and paid holiday, vacation, and sick leave.

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. 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