

December 2020



**Job Announcement: Communications & Outreach Coordinator  
(Full-time, non-exempt position)**

Are you interested in using your voice and creativity to support conservation living where a human community is woven into a rare, natural remnant of the California landscape? The Santa Lucia Conservancy (Conservancy) is looking for a curious and inventive storyteller to join our passionate team. The Communications & Outreach Coordinator has the unique challenge of translating the successes of our science-based conservation programs and bringing to life stories that enhance the life of community members who live in the 20,000-acre Santa Lucia Preserve.

Who We Are

The Santa Lucia Conservancy is a 501 (c)(3) non-profit land trust incorporated in 1995 to conserve the ecological integrity of the Santa Lucia Preserve in Carmel, CA. We are dedicated to advancing the art and science of conservation-compatible development through adaptive land management, conservation easement stewardship, ecological research, and environmental education programs.

The Conservancy actively manages 18,000 acres of lands within the 20,000-acre Santa Lucia Preserve to protect and enhance their extraordinary ecological values. In addition, the Conservancy works with a variety of academic and environmental partners to conduct and promote land management and ecological research to increase our understanding of local natural resources and the interactions between human communities and the natural environment.

Reporting to the Conservation Program Manager, the Communications & Outreach Coordinator will work with the entire staff to successfully support the Conservancy's multimodal communication approach which includes landowner, member, philanthropic, and media strategies. Along with administrative duties, this position is balanced with the opportunity to work with staff and the Communications Committee to ensure that the organization's communications strategic plan is fully executed.

The Communications & Outreach Coordinator is a full-time, hourly (non-exempt) position. Due to the COVID-19 pandemic, this position will work remotely, at least temporarily, with occasional in-person, socially-distanced outdoor meetings that meet CDC and State guidelines.

December 2020

## Duties

### Communications Support (60%)

- Create and coordinate content for weekly online newsletter, social media, and email campaigns to promote awareness about and participation in CONSERVANCY programs and activities.
- Lead the generation of online content and coordinate all social media, website updates, and media contacts for the organization to create momentum for and awareness of the Conservancy's programs and activities, including developing social media content, creating press releases, and utilizing free media outlets.
- Provide ongoing content management of the Conservancy's website, and assist staff and Conservancy members in troubleshooting website issues.
- Collect photos and/or videos taken at Conservancy events and maintain photo files for ongoing use; create, edit and upload photos and videos to the Conservancy website and social media outlets.
- Develop and monitor procedures to ensure that all printed and digital materials remain on-brand and available to team.
- Track online analytics and support internal and external data reporting needs.

### Events (20%)

- Assist in planning upcoming Conservancy events and manage outreach and annual calendar.
- Coordinate the execution of Conservancy virtual events and social media contests.
- Track and analyze participation at Conservancy events and social media contests.

### Philanthropy Support (15%)

- Coordinate grant and proposal preparation and reporting, including, organizing and maintaining grant and proposal timeline, drafting grant, proposal and funder reports and interacting with other staff and consultants as needed to obtain relevant information.
- Support donor stewardship and cultivation strategies, including coordination of all gift acknowledgements, conducting donor prospect research and board fundraising activity.
- Organize all philanthropy systems, files, calendars, correspondence, plans and records and report on philanthropy activity as needed.
- Support implementation and evaluation of annual philanthropy and communications plans.
- Assist with the production of all donor communications materials – both print and electronic collateral and mailings.

### Administration & Miscellaneous Tasks (5%)

- Attend weekly staff meetings.
- Occasional cross-training with field teams to engage with all program areas including Science, Stewardship, and Easement Monitoring.
- Share in completing menial but important tasks with team (example: vehicle maintenance, supply runs, taking inventory of equipment, etc.).

December 2020

### Required Qualifications and Experience

- Bachelor's degree in Communications, Marketing, Environmental Studies or a related field.
- At least two years of work experience in marketing, communications, public relations, or fund development preferably with a nonprofit organization.
- Able to effectively describe scientific topics and concepts in layperson terms to a wide range of audiences, without losing the scientific meaning and significance.
- Strong writing, editing and proofreading skills with the ability to learn and master new communication formats quickly.
- Fluency in social media tools including Instagram, Facebook, Hootsuite, MailChimp, WordPress, InDesign.
- Experience with online communication tools, including Email Campaigns, Twitter and LinkedIn.
- Proficiency with web-based design applications, Microsoft Office, and Internet research required.

### Desired Skills and Traits

- Organized, efficient, reliable and detail-oriented with strong interpersonal skills and a commitment to collaborative teamwork.
- Ability to generate and implement new, creative ideas to communicate mission.
- Strong proofreading abilities and graphic design and layout skills.
- Demonstrated capacity for effective and timely project management.
- Ability to relate to people of diverse backgrounds, training, and experience.
- Personal qualities of integrity, credibility and a commitment to land conservation.
- Understanding of nonprofit organizations and experience with development of fundraising collateral highly desirable.
- Knowledge of California ecology, land management and other related fields.
- Demonstrated ability to shoot and edit photos and videos preferred.
- Skilled at and enthusiastic about building relationships with key internal and external stakeholders.
- Passion for the outdoors/natural world.

Application Instructions: To apply submit a cover letter, resume, and the name and contact information (email & phone) of three professional references. Also provide three writing samples such as blogs, social posts, website copy. A single PDF file is preferred. Direct your application to Susan Giles, Director of Business Operations, [sgiles@slconservancy.org](mailto:sgiles@slconservancy.org). Please put the position title, Communications and Outreach Coordinator, in the email subject line. Applicants should apply by the priority deadline of January 29, 2021 in order to ensure consideration. Position open until filled.

The Conservancy is committed to a policy of equal opportunity without regard to race, color, religion, gender, gender identity or expression, age, sexual orientation, national origin, ancestry, disability, military status, or genetic information in employment. Application by members of all underrepresented groups is encouraged. Hiring is contingent upon eligibility to work in the U.S.

December 2020

Company Benefits: Includes health, dental, vision, FSA, life insurance, 401(k) with employer match, paid holidays, vacation, and sick time.

**This job description does not constitute an employment agreement between employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job changes.**