



COMMUNICATIONS MANAGER

Triangle Land Conservancy (TLC) seeks candidates for the position of Communications Manager. Applications will be reviewed starting Friday, June 21, 2019.

About TLC

Triangle Land Conservancy (TLC) is an accredited and well-respected land trust, having protected almost 19,000 acres in the rapidly growing Triangle region of North Carolina. For 36 years, TLC has conserved land to safeguard drinking water, to support family farms and the local food economy, to protect important natural habitat, and to connect people with nature. TLC is currently headquartered in vibrant downtown Durham. This is an exciting time to work at TLC as we have recently completed a strategic action plan that will guide us as we double the pace of conservation in the Triangle in the next seven years.

TLC seeks to attract the candidates who support the mission of TLC and who respect and promote excellence through diversity. TLC is committed to equal opportunity and follows recruitment and selection practices that comply with all applicable employment laws. To this end, TLC recruits, hires, trains and promotes individuals without regard to color, race, religious belief, sex, marital status, sexual orientation, national or ethnic origin, disability, veteran status, or age. www.triangleland.org

Position Summary

The Communications Manager is responsible for ensuring that TLC's marketing, communications, and public engagement activities are tightly integrated in support of our mission of conservation, stewardship, and fundraising efforts. This position serves as the communications expert within the organization and is considered TLC's designer, writer, and digital communications lead who reports to the Director of Advancement to define the direction of TLC's communications efforts to deepen ties with our community, inspire increased engagement through volunteerism, events, membership, and financial support for TLC's work to accelerate the pace of land conservation. The Communications Manager supervises communications interns and volunteers and works closely with staff from all departments.

The Communications Manager develops and implements creative marketing, communication, and public relations strategies to advance individual program initiatives and position TLC as a leader in the regional, statewide, and national land trust communities. This position requires an exceptional ability to identify and craft promotional campaigns around the unique elements of particular programs or projects while ensuring consistency of messaging and alignment with TLC's mission and emerging brand as defined in [TLC's new strategic action plan](#).

Communications Duties Include

- 1) Plan and administer TLC's internal and external communications strategies to increase community engagement and support for TLC's mission.
- 2) Manage TLC's Online Presence:
 - a. Ensure content is current and innovative
 - b. Maintain and update site design when necessary
 - c. Routinely track and report website analytics and adjust strategy to achieve goals
 - d. Consistently update TLC Facebook, Twitter, and Instagram (and other) pages with relevant, shareable content appropriate for each particular medium
 - e. Increase fans, followers, and overall community engagement
- 3) Create, Design, and Distribute Regular Content about TLC's Work and Mission:
 - a. Produce print and electronic communications including the *Confluence* newsletter, *Stewardship Journal* newsletter, twice monthly *Meander* e-Newsletter, brochures, kiosks, and blog
 - b. Write compelling content and solicit and edit content from TLC staff, volunteers, board, and community members
- 4) Build and Maintain Relationships with Local Media:
 - a. Pitch stories to local media to increase TLC's profile in the community
 - b. Promote TLC's events and initiatives through press releases, media alerts, and advertising
 - c. Serve as TLC's spokesperson when needed
- 5) Market TLC Events and Initiatives:
 - a. Help create and implement strategies for promoting TLC events and initiatives including the development of print and electronic promotional materials
 - b. Take/edit photos, record video, capture testimonials, cover TLC and partner events for social media
 - c. Develop presentations and talking points
 - d. Support and lead the coordination of TLC events as needed
- 6) Assist with Fundraising Campaigns:
 - a. Write and design membership renewals, acquisition letters, special gift requests, gift acknowledgments, and other communications with donors
 - b. Develop online fundraising strategies to support ongoing campaigns such as membership renewals, year-end special gifts, matching gifts, planned gifts, and Giving Days
- 7) Draft and edit government, corporate, and foundation grant proposals as needed.
- 8) Engage and manage volunteers and interns in the development of TLC communications.

Other Areas of Responsibility and Expectations

- 1) Maintain a high level of professional conduct when faced with challenging or difficult situations with both partners and colleagues.
- 2) Various duties as assigned as a key member of the advancement team.

Essential Experience, Technical Skills, and Competencies

- BA/BS and 4+ years related experience, graduate degree preferred (e.g. journalism, communications, NGO communications experience)
- Exceptional writer and storyteller
- Competent, passionate, and current in effective utilization of print and social media to galvanize support
- Videography

- Familiarity with the Triangle, land trusts, and/or conservation
- Proficient using Adobe Suite, Mail Chimp (or similar), WordPress, Microsoft Office, and general experience with other online communications tools

Attributes

- Detail and deadline-oriented: You are attentive to details, generally get it right the first time, but invite input from other staff. You are accountable.
- Engager: You are skilled at bringing people into a community and are skilled at making the case (emotionally, politically, economically, and socially) for why a project is relevant to a community.
- Flexible and capable: You manage changing priorities with ease and get the job done. You take projects from start to finish and anticipate changes in schedules.
- Process-oriented: You are efficient with setting up and maintaining systems to create high quality work in collaboration with others.
- Great communicator: You have excellent written and oral communication skills. You demonstrate poise, diplomacy, and tact when appropriate, but have a natural tendency toward sharing joy, inspiration, excitement, and passion.
- Go getter: You are mature, supportive, and dependable, can easily shift back and forth from working autonomously to working collaboratively, and desire to undertake new and varied projects and responsibilities.
- Team player: You actively support a culture where people encourage each other and work together to succeed and/or celebrate the successes of others. You ask for help when you need it and also pitch in to support others.

Compensation and Benefits

Salary in the \$40,000 to \$46,000 depending on experience with excellent benefits.

How to Apply

Please send a single PDF with your cover letter, resume, list of three references, and one piece that you would like to highlight from your portfolio (writing or multimedia) with a two to three sentence description of why you chose to share this piece. If this last item is larger than 5 MB, please send a link to where we can find it online (e.g. Dropbox).

Please save your application file as: Last Name_First Initial_TLC (e.g. Carson_R_TLC.pdf) and email to: hr@triangleland.org

Candidate applications will start to be reviewed on Friday, June 21, 2019. No phone calls or recruiters please.