Job Title: Communications Manager  
Salary Range: $40,000 - $46,000  
Location: Downtown Durham  
Reports to: Director of Advancement  
Application Deadline: Open until December 31, 2020  

About TLC  
Triangle Land Conservancy (TLC) is an accredited and well-respected land trust, having protected more than 20,000 acres in the rapidly growing Triangle region of North Carolina. Since 1983, TLC has conserved land to safeguard drinking water, support family farms and the local food economy, protect important natural habitat, and connect people with nature. TLC is currently headquartered in vibrant downtown Durham, although most staff are working remotely. This is an exciting time to work at TLC as we are making good progress on our 2018 strategic action plan that calls for us to double the pace of conservation in the Triangle over the next five 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, social media manager, and digital communications lead who reports to the Director of Advancement. The Communications Manager will define the direction of TLC’s communications efforts to deepen ties with our community and to 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 2025 strategic action plan.

Key Responsibilities of the Communications Manager  
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’s Facebook, Twitter, Instagram, and LinkedIn pages with relevant, shareable content appropriate for each particular medium. Monitor and respond to comments and direct messages
   e. Increase likes, followers, and overall community engagement, and track social media analytics
   f. Maintain Google Ads account with ads relevant to current projects and events
   g. Organize and maintain email lists to increase engagement and develop campaigns to target specific groups of TLC supporters (i.e. based on location)
   h. Research best practices for website management, social media strategies, and other digital communications strategies, and adjust accordingly

3) Create, Design, and Distribute Regular Content about TLC’s Work and Mission:
   a. Design, write, and edit electronic communications including the e-newsletters, as-needed email campaigns (such as Giving Day and Giving Tuesday), social media promotional campaigns, and blog posts
   b. Design, write, and edit print communications including the Confluence newsletter, Stewardship Journal newsletter, kiosks, brochures, and handouts; take photographs for these publications as needed; and maintain relationships with local printing companies
   c. 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 and newsletters to increase TLC’s profile in the community
   b. Promote TLC’s events and initiatives through press releases, media alerts, advertising, and online community calendars
   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, and cover TLC and partner events for social media and the blog
   c. Develop and edit presentations; develop and distribute talking points
   d. Support and lead the coordination of TLC events as needed
   e. Order marketing and promotional supplies such as thank you cards, water bottles, t-shirts, stickers, magnets, canvas bags, and other items for events and members

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
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 materials and social media to galvanize support
- Photography experience
- Familiarity with conservation, the Triangle, and land trusts
- Proficient using Adobe Suite and experience using InDesign to design small and large print materials
- Proficient using MailChimp (or similar), WordPress (or similar), 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.
- 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.
- Engager: You are skilled at bringing people into a community and 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.
- Strong communicator: You demonstrate poise, diplomacy, and tact when appropriate, but have a natural tendency toward sharing joy, inspiration, excitement, and passion. You have excellent written and oral communication skills.
- 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.
- Has a strong understanding of Diversity, Equity and Inclusion and a commitment to noticing how our work can be more equitable and supporting those efforts.
- Ability to work evenings and weekends as required (not a regular occurrence).

Benefits: This is a full-time permanent and exempt position with excellent benefits; including employer paid health, dental and vision insurance, short-term and long-term disability with generous paid time off and holiday observances.

How to apply: Applicants should submit 1) cover letter include where you saw the posting, 2) maximum 2-page resume, and 3) three references as a single pdf by e-mail to: hr@triangleland.org. References will not be contacted without notifying you first. Please note that TLC does not have an Applicant Tracking System and therefore applications are processed manually. All applicants shall receive a
confirmation email and if you are selected for a first interview HR will contact you. Please no phone calls, drop-ins, paper submissions or status updates.