



Job Title: Communications Associate
Salary Range: \$40,000-\$46,000
Location: Hybrid – HQ office Durham & remote
Reports to: Communications Manager
Application Deadline: June 27, 2022

About TLC

Triangle Land Conservancy (TLC) is an accredited and well-respected land trust, having protected over 23,000 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 seeing a dramatic increase in use of our public nature preserves and growth in community support for our mission. TLC is doubling the pace of conservation in the Triangle and will conserve 25,000 acres by 2025 as outlined in our [Strategic Action Plan](#).

TLC seeks to attract candidates who support our [mission and values](#) as well as respect and promote excellence through diversity. 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. We are seeking candidates who demonstrate diversity of perspective, experience, and culture. We strongly encourage applications from Black, Indigenous and People of Color applicants as well as any applicants who are historically underrepresented in roles like this.

We encourage applications from people who have a passion for the work outlined below, even if their professional experience does not align perfectly with the expectations listed. TLC has a generous support system that includes a mix of paid professional development opportunities as well as training and support from fellow staff members.

Position Summary

The Communications Associate will help to create and implement TLC's communications plan and programs, including but not limited to: online media, newsletters, signage, marketing collateral and media. The Communications Associate will be responsible for disseminating TLC's mission, vision, and programs throughout the Triangle region and state. The Communications Associate is a member of the Advancement team and supports the Communications Manager with all internal and external communications initiatives to support TLC's mission of land protection, stewardship, community engagement and fundraising. They work closely with the Education & Outreach and the Stewardship teams on various projects and collaborates across the organization to ensure activities align with brand standards.

Key Responsibilities

- Execute communications plan as directed, including drafting content, managing calendars, and reporting on analytics.
- Assist with marketing TLC's work across social media, web, and traditional media. This

includes identifying formats and products tailored to different audiences.

- Assist with writing copy and designing various external-facing printed materials.
- Research and monitor media coverage and industry trends to find opportunities to raise awareness and engagement for TLC.
- Assist with compiling analytics and other data from social media, Google Analytics, and websites for presentation and tracking impact across all assets over time.
- Coordinate and develop new content for the TLC website and newsletters.
- Participate in the preparation of social media toolkits and other digital content for events and special campaigns.
- Provide layout and design support for TLC-produced communications products, including newsletters, signage, infographics, factsheets, case studies, etc.
- Ensure compliance with current TLC communications and branding standards and proactively make suggestions to improve or expand these.

Experience, Skills, and Attributes:

- A creative thinker with demonstrated ability to produce multiple assignments on deadline.
- Experience with social media platforms is essential.
- Excellent writing and editing abilities.
- Strong interest in land conservation and/or non-profit communications. A willingness to understand and enthusiastically promote TLC's conservation mission and programs.
- Strong understanding of Diversity, Equity and Inclusion and a commitment to seeking ways to make your work and TLC more equitable.
- Go-getter: You are mature, supportive, and dependable, can easily shift back and forth from working autonomously to working collaboratively.
- Strong communicator: You demonstrate poise, diplomacy, and tact when appropriate, but have a natural tendency toward sharing joy, inspiration, excitement, and passion.
- You have strong written and oral communication skills and are familiar with Content Marketing Systems (CMS) like WordPress.
- 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.
- Keen eye for visual storytelling, including ability to capture video and photography across TLC properties and events to create content for awareness and other communications.
- Ability to work evenings and weekends as required (not a regular occurrence).

Essential Experience, Technical Skills, and Competencies

- BA/BS or equivalent education and/or experience.
- Strong writer, proofreader, and storyteller.
- Proficient use of social media channels such as Instagram, Facebook, Twitter, and LinkedIn as well as analytics tools to shape engagement.
- Familiarity with MailChimp (or similar), WordPress (or similar), Microsoft Office, and general experience with other online communications tools. Basic HTML skills a plus.
- Strong familiarity with Adobe Creative Suite, especially InDesign, and Canva.
- Current in effective utilization of print materials and social media to galvanize support.
- Familiarity with conservation, the Triangle, and land trusts a plus.

Benefits:

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

How to apply:

Applications should be submitted via email as a single pdf to hr@triangleland.org with the subject line "Communications Associate Application." The following documents should be included: 1) letter of interest 2) maximum two-page resume 3) two work samples and 4) three professional references. References will not be contacted without notifying you first. **All applicants shall receive a confirmation email and if you are selected for an interview HR will contact you. *Please no phone calls, drop-ins, paper submissions or status updates.***

Guidance on work samples: Please include a mix of creative content - written, graphic, audio, video, etc. If you have more than one file to send, please combine them as links in a PDF document or into 1 folder using a service like Google Drive or Dropbox.