



Northwest Connecticut Land Conservancy

PROTECTING LAND AND WATER FOR PEOPLE, FOR WILDLIFE, FOREVER.

COMMUNICATIONS MANAGER

About Northwest Connecticut Land Conservancy (NCLC)

Northwest Connecticut Land Conservancy is a nonprofit, regional conservation organization working with the communities of Litchfield and northern Fairfield Counties to safeguard natural and working lands, public recreation areas, and drinking water resources forever. Founded in 1965, NCLC is the largest land trust in Connecticut, protecting 13,300 acres (and growing) of vast, connected natural areas. NCLC's conserved lands include 22 public hiking preserves, 48 working farms, and over 3,000 acres of habitat for rare and endangered species. NCLC believes in connecting people to nature through public access to wildlands and free educational programming for all ages. NCLC is also a dedicated conservation partner and service provider, assisting the work of local land trusts and regional partners through funding and technical assistance for acquisitions and stewardship, as well as providing shared staff. To strengthen the region's capacity to conserve high-quality conservation lands and ensure the permanence of those conserved lands for the future, NCLC merged with Brookfield Open Space Legacy in 2019 and Naromi Land Trust in 2020. NCLC is a nationally accredited land trust with the Land Trust Accreditation Commission.

Position Description

The Communications Manager is a key member of NCLC's communications and fundraising team, responsible for developing and executing external and brand messaging for the organization. The Communications Manager will work collaboratively with NCLC's senior leadership and outside vendors to create and implement communication tactics to build strategic awareness of NCLC's mission, programs, and impact. Responsibilities include drafting and editing written content for print and electronic communications including newsletters, direct mail and fundraising appeals, annual reports, brochures, social media public presentations, and video scripts. The Communications Manager will oversee media and public relations; photo and video production, graphic design, print execution, and website content management.

Duties and Responsibilities

General Communications

- Implement an integrated, strategic approach to disseminate NCLC messages, including internal and external communications, via various platforms.
- Be well-versed in all aspects of the organization's vision, mission, and programmatic execution including land transactions, stewardship, outreach, education, and partnerships.
- Develop communication materials that will broaden programmatic reach and deepen impact.
- Manage the writing, development, graphic design, distribution, and maintenance of all print and electronic

media including, but not limited to, newsletters, invitations, fundraising campaigns, event materials, press releases, newsletters, e-newsletters, brochures, social media, signage, and website to ensure message consistency.

- Manage the communications and marketing budget with the executive director.

Media/Public Relations

- Identify and engage media and public relations opportunities that can support NCLC's work.
- Create and implement strategy to increase NCLC's media presence.
- Develop and cultivate relationships with new media stakeholders.
- Leverage existing media relationships within local, state and environmental media outlets.
- Create content for press releases, articles, and presentations.

Grants & Fundraising

- Work with the Director of Philanthropy to create powerful, effective fundraising communications.
- Assist with grant proposals and grant application packages for well-chosen NCLC funding opportunities.
- Review grant proposals written by other staff for message and brand consistency as well as copy-editing.

Outreach and Partnerships

- Present and represent NCLC at public events, partner meetings, and trainings.
- Work in partnership with colleagues, partner organizations, members, and the community at large to build a welcoming, successful, and respected community institution.
- Support the organization's philanthropic efforts by participating in member events and communications.

Organizational Sustainability

- NCLC's staff operates as a close-knit team and the Communications Manager will be expected to perform other duties as needed or assigned.
- Maintain familiarity with the organization's governing documents (mission, bylaws, strategic plan, policies, etc.).
- Keep current on all aspects of Land Trust Standards and Practices as they apply to job function.

Reports to: Executive Director and Director of Philanthropy

Salary and Benefits:

NCLC is a collaborative and supportive work environment that encourages and inspires professional growth. NCLC offers a competitive salary and comprehensive benefits package. The annual salary range for this position is \$65,000 to \$75,000 depending on experience. NCLC offers full-time employees paid vacation, holidays, personal, and sick leave. NCLC pays 95% of health, life, vision, and dental insurance for full-time employees and contributes

to a retirement plan. This is an equal opportunity, full-time, exempt position located in Kent, CT. NCLC will consider a part-time position for an exemplary candidate.

Qualifications

Preferred Qualifications

- Master's degree or commensurate work experience in a fast-paced non-profit organization.
- Working knowledge of video production and experience with audio/visual storytelling.
- Experience delivering engaging content through a variety of social media platforms, including Facebook and Instagram.

Minimum Qualifications

- BA/BS college degree.
- Experience communicating with the public and/or media both in writing and verbally.
- Exceptional writing, editing, reading, and listening skills.
- Five years of experience in the administration of an office environment.
- Familiarity with community-based nonprofits and a strong commitment to land conservation and environmental protection.
- Strong in-person presentation ability.
- Proficiency with technology, and experience with Microsoft Office Suite, Canva, Constant Contact, WordPress, and other editing and design software required.
- Ability to coordinate and work on multiple projects simultaneously, and to maintain attention to detail while producing a steady volume of work in compliance with deadlines.
- Ability to meet challenges resourcefully and develop strong problem-solving skills.
- Ability to represent NCLC and interact effectively and professionally with a wide range of organizations and individuals.
- Ability to work independently as well as in an office/team environment.
- Experience in managing multiple, complex projects.
- Valid Drivers' License.
- Available to work occasional evenings and weekends.