

Community Engagement Manager, Stowe Land Trust

Job Description

Stowe Land Trust (SLT), a local land conservation nonprofit serving the Stowe, Vermont area, is hiring a new position to manage organization-wide communications, education, and outreach efforts that support core conservation programs and fundraising. This is a full-time position for a creative self-starter who will approach projects with positivity and a dedication to high quality. Stowe Land Trust is committed to creating a supportive work environment defined by a culture of responsibility, integrity, and inclusion. We strongly encourage people of color, indigenous, immigrants and refugees, LGBTQ+ and people with disabilities to apply. This position reports to the Executive Director (ED) and works closely with all SLT staff.

Key Responsibilities

Communications & Marketing – 30%

- Works with the ED to develop a comprehensive communications plan. Manages implementation of plan and marketing strategy.
- Sets appropriate tone and ensures consistent messaging and branding in all materials.
- Generates and shares stories about SLT's work and relevant community conservation issues.
- Develops compelling content and coordinates other SLT staff and volunteers to contribute.
- Manages SLT's electronic communications, including website, social media, and enews.
- Manages SLT's print communications, including newsletters, brochures, event posters, advertisements, and signs.
- Maintains, organizes, and improves systems for storing photos, documents, brand assets, and stories.
- Manages SLT merchandise production.
- Tracks press coverage and develops press releases when needed.

Education & Community Partnerships – 40-50%

- Proactively establishes and maintains community partnerships to cultivate a community-wide conservation ethic, create opportunities for education, and build connections between the community and land.
- Works with ED to develop an organizational education and outreach strategy.
- Manages education and outreach programs and projects. Responsible for budget preparation and management as well as program reporting and evaluation.
- Manages the Summer Naturalist Program; hires and supervises seasonal AmeriCorps member.
- Represents SLT at various public outreach events, educational initiatives, and other meetings.
- Cultivates a strong volunteer constituency. Leads the recruitment, training, mobilization and recognition of volunteers.
- Supports the Family & Friends Committee in the planning and implementation of their outings.

Fundraising & Events – 10-20%

- Works with the ED and Fundraising Committee to implement strategies as part of a comprehensive Fundraising Plan to increase and broaden base of annual membership support and business partnerships. Participates in a team-based approach to fundraising and donor engagement.

- Creates digital and print appeal letters and messages.
- Assists with land protection fundraising campaigns including coordinating communications, marketing, and events.
- Prepares and manages program-related grant applications and other fundraising requests.
- Assists with donor database management, maintenance, and reporting.
- Supports and promotes SLT and partner-sponsored fundraising events.
- Coordinates SLT's annual meeting and celebration.

General – 5-10%

- Works in a team environment to effectively represent the SLT in the community.
- Organizes and manages interconnections between projects and programs; keeps big picture organizational goals in mind.
- Assists with maintenance of Land Trust Alliance accreditation status.
- Regular local travel required. Some evening and weekend work required.
- Attends weekly staff and monthly board meetings. Serves on committees as requested.
- Performs special projects and other duties as required, directed, or as the situation dictates.

Qualifications

- A proven, successful track record in communications and/or community outreach and education, preferably in a fundraising environment.
- Two or more years program and/or project management experience.
- Creative thinker and implementer.
- Excellent written and verbal communication skills.
- Able to tell compelling stories through written and spoken word, video, and other media.
- Able to work within systems, collaborate with and supervise others, and effectively communicate within teams.
- Proficiency in Microsoft Office required. Experience with website management and social media marketing preferred. Experience with creating and editing videos, photography, and photo editing a plus.
- Collaborative and energetic work style.
- Attention to detail and commitment to excellent quality.
- Customer service skills, tact, and professionalism.
- Organized, able to manage multiple projects and deadlines.
- Able to work independently and to engage in independent and group problem-solving.
- Creative marketing skills a plus.
- General understanding of, and interest in, land conservation work.
- Valid driver's license and use of a reliable vehicle required.

Compensation

Salary range \$40,000 - \$47,000/year depending on experience and qualifications plus benefits package.

To Apply

Please submit a resume, cover letter, and 3 references by August 2, 2021 to the attention of Metzi Anderson at metzi@stowelandtrust.org