



## **Job Announcement**

**Position Title: Communications Coordinator**

### **Organizational Setting:**

Sequoia Riverlands Trust (SRT), a community-based, non-profit land trust, was formed in 2001 to conserve the natural and agricultural legacy of the southern Sierra Nevada and San Joaquin Valley. SRT currently has ambitious programs in land and conservation easement acquisition, land stewardship, restoration, and conservation outreach, and is expanding its efforts in farmland conservation and conservation education. For more information about Sequoia Riverlands Trust, please visit [www.sequoiariverlands.org](http://www.sequoiariverlands.org).

### **Description of Position:**

The communications coordinator works to raise SRT's profile in the community, build relationships with donors and supporters, and ensure consistent and effective branding. As a member of the development department, s/he will provide strategic direction as well as the tools, support and direct action necessary to engage key audiences. S/he ensures the timely design and implementation of print and digital marketing materials and campaigns. S/he will lead the development of communications plans, messages and materials to support Sequoia Riverlands Trust's mission and programs. This position reports to the development director.

### **Specific Responsibilities:**

#### **1. Communications Planning**

Develop and implement a comprehensive annual communications plan to complement SRT's strategic plan and fund development plan.

#### **2. Publications**

Develop, write and edit Sequoia Riverlands Trust's bi-annual newsletter and annual report. Work with SRT staff to develop accurate and compelling content. Research and develop new publications in support of new programs and initiatives. Evaluate current publications and revise as necessary.

#### **3. Media Relations**

Serve as Sequoia Riverlands Trust's chief media contact, both responding to inquiries and proactively reaching out. Develop and maintain database of local, regional and national media contacts.

#### **4. Development Department Support**

Assist development director in preparing compelling donor outreach materials, including help with idea generation, writing, editing, graphic design, production and mailing. Assist with grant research, writing and reporting.

#### **5. E-Newsletter and Website**

Write and design monthly e-newsletter. Maintain e-mail address database. Maintain and develop new content for SRT website.

6. Community Outreach

Organize SRT's participation in appropriate community events, set up and staff information booth, and make presentations to groups.

7. Event Planning Support

Assist development director and other staff with evaluating, planning and implementing special events. Produce event invitations and other promotional materials.

8. Advocacy

At the direction of SRT's executive director, write letters to lawmakers and letters of support for other organizations' efforts.

9. Interpretation

Organize and lead a committee to write and produce effective interpretive materials such as trail guides and interpretive signs for Sequoia Riverlands Trust nature preserves.

10. Other

Assist with other projects as assigned.

**Candidate Qualifications and Attributes:**

- Bachelor's degree in journalism, marketing, communications or business
- Two – three years experience with communications and marketing
- Excellent communication skills, including listening, writing, editing and presenting
- Experience writing and editing newsletters, annual reports or similar publications
- Experience writing press releases and working with the media
- Experience planning and implementing communications or marketing campaigns
- Graphic design experience, including ability to use Adobe Illustrator, Adobe Photoshop and Macromedia Dreamweaver, or similar programs
- Ability to forge working relations with partner organizations, community leaders and reporters
- Ability to work effectively both as part of a team and independently
- Proficiency in Microsoft Office programs including Outlook, Word, Excel and Power Point
- Background in conservation desirable, but not required, and must demonstrate an ability to learn quickly and be a tireless promoter of Sequoia Riverlands Trust

**Employment Terms and Working Conditions:**

- Permanent, full time position, subject to grant funding
- Sick and annual leave, simple IRA and contribution to health insurance
- Mix of office work and occasional outdoor activity, including walking on uneven ground in undeveloped areas
- Flexible work schedule with occasional required weekends and evenings

Please send letter of interest, resume and references to [erica@sequoiariverlands.org](mailto:erica@sequoiariverlands.org).

If e-mail is not an option, please send application materials by mail to Erica Tootle, Development Director, Sequoia Riverlands Trust, 427 South Garden Street, Visalia, CA 93277. Candidates selected for an interview will be asked to provide writing and design samples.

Position is open until filled.