

## **Estes Valley Land Trust**

### **Job Description – Outreach and Communications Manager**

**About the Estes Valley Land Trust:** The Estes Valley Land Trust (EVLТ) is a nationally-accredited and state-certified land trust and community-based conservation organization located in Estes Park, CO. Our mission is to conserve land for current and future generations. Since 1987, EVLT has protected over 10,000 acres of land through conservation easements.

The Estes Valley Land Trust recently committed to expanding our outreach and communication programming to better connect people to land and the outdoors. Creating new opportunities for community members to experience conservation first-hand through stewardship projects, recreation opportunities and educational events will create community and support for land conservation.

The Estes Valley Land Trust seeks a mid-level Outreach and Communications Manager to join a small team of four employees, including an Executive Director, Business Manager and Stewardship and Restoration Manager, all focused on conserving and restoring land in the Estes Park area.

**Position Summary:** Reporting to the Executive Director, the Outreach and Communications Manager is an organized, creative, reliable, and enthusiastic professional managing a diverse workload that ranges from program development and event planning to marketing and communications. The Manager conveys EVLT's message effectively verbally and in writing.

The Manager, in collaboration with the rest of the EVLT team, effectively communicates in each area of the job: goals are clearly and collaboratively established; written work plans are established and updated; and responsibilities, deadlines, and frequent progress updates are clearly and proactively communicated to staff team members. Since EVLT is a small organization, all employees are expected to assist in administrative tasks and to directly assist the EVLT team in carrying out the day-to-day business of the land trust.

The Outreach and Communications Manager will increase the visibility of the Estes Valley Land Trust by developing and implementing communication tools and outreach activities that engage volunteers, and grow membership and support for land conservation in Estes Park and throughout Colorado's northern Front Range.

#### **Position Objectives:**

- Develop and execute an annual Outreach and Communications Plan.
- Increase engagement and financial support among individuals and communities within Estes Park and the surrounding region.
- Coordinate special events such as member breakfasts, hikes, picnics and a holiday party.
- Coordinate print and digital outreach materials such as member newsletters, short videos, social media posts, press releases, event flyers, emails and website updates.

#### **Duties and Responsibilities:**

##### Planning and Partnerships

- *Event and Program Planning:* Develops, updates and implements the annual Outreach and Communications Plan based on feedback from committees and staff.
- *Program Leadership:* Chairs the Outreach Committee and submits high-quality proposals, reports and documentation to the Board of Directors in a professional and timely manner.
- *Partner Engagement:* Represents EVLT at community partnership meetings and events, including those of the Estes Non-profit Network and Keep It Colorado.
- *Fundraising Support:* Works with staff to align community outreach and fundraising efforts.

### Special Events

- *Event Coordination:* Coordinates 10-15 events to engage at least 500 individuals per year.
- *Event Planning:* Creates event plans from Outreach Committee and staff input that focus on the topics, speakers, purpose and audience for each event.
- *Event Logistics:* Implements event plans and manages all event logistics (reserves event space, secures caterers, coordinates speaker travel and accommodations, etc.). Creates event schedules and outlines responsibilities for staff and volunteers.
- *Attendee Registration:* Develops and manages event registration information.
- *Event Review and Evaluation:* Seeks feedback from attendees and debriefs events with staff and committee members.

### Communications

- *Promotional Materials:* Creates eye-catching digital flyers with Canva, Photoshop or similar software to advertise land trust events.
- *Newsletter Publication:* Coordinates the publication of at least two newsletters per year, including drafting article content, graphics and overall design.
- *Website Management:* Updates the EVLT website as needed.
- *Social Media and Other Outreach Tools:* Publishes social media posts, videos and press releases to advertise events, successes and any calls to action. Creates additional communication tools that create an authentic connection between the land trust and the audience. Actively researches new trends in social media and other outreach tools.

### Ambassador Program

- *Program Development:* Manages the Trail Ambassador Program and develops unique content for each Ambassador Property.
- *Program Recruitment:* Recruits and trains Trail Ambassadors and coordinates hikes and other activities on these conserved lands.

### Fundraising

- *Grant Writing:* Supports fundraising efforts, including grant writing and administration.
- *Fundraising Campaigns:* Assists with fundraising activities during major campaigns.

### Other Duties and Responsibilities

- *Administrative Duties:* Completes general administrative tasks including timesheet and Customer Relationship Management (CRM) entries.

- *Additional Activities:* Supports and participates in a variety of additional activities to help fulfill the mission of the Estes Valley Land Trust.

The percentage allocation of work tasks may be based on organizational needs.

### **Qualifications:**

Ideally, the selected candidate will have a Bachelor's degree in a Natural Resource or Communication field (Master's degree preferred) and three to five years of successful work experience, preferably in a job requiring similar skills, and:

- Excellent communication skills, both verbally and in writing.
- Passion for land conservation and stewardship.
- Demonstrated reliability, with ability to work as part of a team as well as independently.
- Personable - ability to work well with a wide range of people, including EVLT staff and Board members, volunteers, and landowners.
- Professional - ability to self-start, multi-task, manage time and set priorities.
- Experience leading events and outreach activities for environmental non-profit organizations is preferred.
- Good organizational skills, thoroughness and attention to detail.
- Proficiency with Microsoft Office Suite (Word, Access, Powerpoint, Excel). Ability to easily learn new computer skills as needed.
- Experience with Canva, Adobe Creative Suite and Little Green Light preferred.
- Must be physically fit and be able to negotiate varied and steep/rocky terrain.
- Must have valid driver's license and reliable transportation.

### **Compensation:**

- \$65,000-\$70,000 annual compensation (paid monthly), depending on qualifications.
- \$1,000 per month payment (pretax) in lieu of medical insurance or retirement plan.
- 10 days of paid leave per year, graduating to 30 paid days off after 5 years.
- 12 paid holidays and 10 days of paid health leave per year.
- Compensatory time is offered.
- Generous work-from-home policy.
- Approximately 40 hours a week (M-F); some weekends may be required.

### **How to Apply:**

- Send resume and cover letter to Joanna Maggetti, Business Manager, via email: [evlt@evlandtrust.org](mailto:evlt@evlandtrust.org).
- Application deadline: February 13, 5 PM.

### **Additional Information:**

Estes Valley Land Trust is an Equal Opportunity Employer.