



**Job Title:** Communications Manager  
**Salary:** \$59,638 to 65,602  
**Location:** Vancouver, Washington  
**Reports To:** Advancement Director  
**FLSA Status:** Exempt  
**Application Deadline:** April 4, 2021

Columbia Land Trust is dedicated to caring for the lands, waters, and wildlife of the Columbia River region through sound science and strong relationships. In its first 30 years, Columbia Land Trust has permanently conserved more than 50,000 acres of fish and wildlife habitat, forestland, and farmland—and has restored thousands of acres for the benefit of both wildlife and local communities. Core to our conservation work is a commitment to supporting a more inclusive and equitable conservation movement achieving common ground conservation solutions. Together, we are protecting a future that is thriving, prosperous, and wild.

Columbia Land Trust is an equal opportunity employer and committed to building a diverse workforce. [We are committed to equity as a core organizational value.](#) Applicants should be able to demonstrate a commitment to issues of diversity, equity, and inclusion. We encourage Black, Indigenous, and People of Color, LGBTQ+ people, and people from groups who are underrepresented in conservation spaces to apply for this opportunity.

For more information about Columbia Land Trust, please visit [columbialandtrust.org](http://columbialandtrust.org).

## **SUMMARY**

Reporting to the Advancement Director, the Communications Manager is responsible for managing communications, marketing, and public relations to convey Columbia Land Trust's mission and vision consistently.

## **SKILLS REQUIRED**

The following are the skills required for the role of Communications Manager. Please ensure to refer to them in your resume or cover letter.

- Three years' experience in marketing and communications.
- Excellent writing/editing and verbal communication skills.
- Manage and maintain web content in WordPress (or similar).
- Ability to manage a variety of key initiatives concurrently.
- Proficient in Adobe InDesign, Photoshop, and PowerPoint.

## **JOB DUTIES**

Applicants are not expected to have experience in all of the following job duties to apply for the position. Columbia Land Trust is prepared to support the training necessary to ensure the qualified candidates have the skills to safely and effectively accomplish the work.

- Manage a communications team of one or more people.
- Manage external contractors such as copy editors, graphic designers, and photographers.
- Work collaboratively in a team environment with all constituent groups, including staff, board members, volunteers, donors, and other supporters.

- Create and develop compelling stories through research and by soliciting content from internal and external resources.
- Create, manage, and publish digital content for social media, web and other platforms.
- Ensure content and messaging is inclusive and engaging for diverse audiences and reflects the Equity, Diversity, and Inclusion goals of the organization.
- Produce email campaigns, soliciting content from internal and external sources, and manage review, testing, and distribution.
- Promote new content, key pages, and calls-to-action across channels. Position content to target different segments and to fit the format and publishing requirements of each platform. Manage all posting to ensure content is on-brand and search- and social-optimized.
- Support fundraising and engagement campaigns across multi-segmented audiences.
- Assist in managing internal communications.
- Comfort using and leveraging technology, including Office 365, Microsoft Teams, Dropbox, Adobe Creative Suite
- Participate in the Land Trust's on-going diversity, equity, and inclusion work

### **Salary and Benefits:**

Columbia Land Trust offers a competitive salary, a comprehensive benefits package, and a supportive and positive work environment. The Land Trust benefits package includes paid vacation, holidays, and sick leave. Columbia Land Trust pays 100% of health and dental insurance premiums for three-quarter to full-time employees; voluntary benefits include a Section 125 - FSA and long-term disability. We also offer a match (up to 5% of annual salary) to our 401(K) retirement plan. Healthy, happy staff are an important element of our success and we strongly believe in and support a work/life balance.

### **APPLICATION INSTRUCTIONS**

To be considered for the Communications Manager position, please email a cover letter highlighting relevant experience and your resume to [jobs@columbialandtrust.org](mailto:jobs@columbialandtrust.org).

Please include the following in your cover letter:

- A description of your interest in this position;
- Your commitment to and/or experience with equity, diversity and inclusion;
- Separate attachments:
  - A writing sample (PDF, one page minimum)
  - A graphic design sample (PDF )

Applications for this position will be accepted through the close of business on April 4, 2021. Mailed applications may be sent to: Amy Costello, Chief of Staff, Columbia Land Trust, 850 Officers Row, Vancouver, WA 98661

*Columbia Land Trust is an equal opportunity employer and does not discriminate in its selection of candidates for employment on the basis of race, color, national origin, religion, sex or sexual orientation, marital status, disability, age, military service, family medical history, legal source of income, gender identity, political affiliation, or family leave obligations.*