



Columbia Land Trust

CONSERVING THE NATURE YOU LOVE

Job Title: Communications and Marketing Director

Starting Salary: \$107,000 - \$155,000

Location: Vancouver, Washington

Reports To: Executive Director

FLSA Status: Exempt

Application Deadline: March 31, 2024

About Us

Columbia Land Trust is dedicated to conserving and caring for the vital lands, waters, and wildlife of the Columbia River region through sound science and strong relationships. In our first 30 years, Columbia Land Trust has permanently conserved more than 60,000 acres and restored thousands of acres across our ecologically diverse region, for the benefit of both wildlife and communities. Today, the Land Trust is nationally recognized as a leader in conservation, and locally appreciated as a part of the communities where we live and work.

At Columbia Land Trust, we often talk about our impact in terms of our science forward approach to lands, waters, and wildlife. However, just as important is how we work, through building and maintaining strong relationships. We set ambitious long-term goals that we know are only achievable by living up to our commitments to support more equitable conservation through diverse collaborations and thoughtful land management practices. We strive to ensure that all our employees, colleagues and partners feel a sense of belonging, and that their contributions to achieving our mission are valued. Columbia Land Trust is an equal opportunity employer, and committed to building a workforce that fosters this sense of community, appreciates, and includes more voices and cultures, inspires conservation achievement, and gives space for personal growth.

Your Purpose With Columbia Land Trust

The Communications and Marketing Director is a member of the senior leadership team and develops and implements integrated strategies to achieve our mission. S/he/they deliver this through strategic direction and execution of communications and marketing efforts to enhance our visibility and connection with our audiences, manage our brand reputation, and expand our base of active supporters. This is an incredible opportunity to have a role with impact, creativity, collaboration, and leadership to elevate our brand and achieve meaningful conservation outcomes.

A Role With Impact

We believe this is an extraordinary opportunity. We are a trusted, well-regarded organization with an above-average level of loyalty from our known supporters. We are currently a nonprofit beloved by those 'in the know' and we believe our work, credibility, and impact can reach deeper into our audience and expand into new audiences. Columbia Land Trust has grown organically over our history and is now able to take on urgent and incredible opportunity conservation programs at a scale that connects fragmented landscapes and watersheds, opening permanent ecological and community benefits. We need to increase our visibility and our active donor base to be able to take full advantage of our skills in permanently protecting at-risk landscapes, stewarding the lands to be resilient into the future through strong science and adaptive



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management, and upholding community engagement and support through sound relationships. If we succeed, the future of conservation in the Pacific Northwest will be more resilient, equitable, and inclusive, our ways of life will be honored, and our spectacular wilderness will thrive. We view our brand as our unique identity, built through our marketing and communications, as well as our partnerships, programs, and internal culture. Our brand management strategy will capture that brand identity, define how, where, when, and why we show up for our key audiences (our marketing plan), and drive the implementation of that plan through communication tactics and tools. Using this brand management perspective, the Communications and Marketing Director will work collaboratively across the organization to build and embed this new approach through internal influence and advocacy, while implementing the strategy externally.

Leadership Functions

The Communications and Marketing Director serves as a partner and collaborator with other members of the leadership team to uphold and model our values-led culture, live into our mission, and achieve our goals. This Director uniquely delivers leadership by developing and implementing a strategic brand management plan that drives alignment around our identity and informs how we engage with our audiences to grow our active support base and increase our impact. The following are examples of some key leadership functions:

- Along with the other leaders of Columbia Land Trust, model and act upon our commitment to creating a community that values all experiences, backgrounds, cultures.
- Encourage appreciation for personal growth and inspire conservation action.
- Act as lead for staff support to the Board regarding communications and marketing strategies.
- Lead the communications and marketing team by establishing clear standards and priorities for staff, clear ways of working that integrate the team's work across the organization, and oversee progress through ongoing support for your staff through check-ins, reviews, and goal setting.
- Lead and direct a strategic brand management plan that reflects our values, advances our mission, and delivers growth in our visibility, impact, and active support base.
- Build trust, understanding, and awareness of our brand, our identity, and the programs, projects, and initiatives we undertake in pursuit of our strategic plan.
- Engage with colleagues and partners to ensure integrated messaging and engagement across and among our key relationships.

Responsibilities

The Communications and Marketing Director holds responsibility for contributing to the operational planning and delivery of organizational priorities. Success looks like strong performance in your own team, and integrated support across the organization. Core responsibilities include:

- Manage the budget, workflow, and outputs of the communications and marketing team to ensure the optimal mix of staff and resources are coordinated to deliver annual priorities efficiently and effectively.
- Contribute to the organizational budget process through the financial management and accountability of your team's budget and deliverables, including contract management.



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- Manage a team of two or more with overall responsibility for the organizational integration of our brand strategy and execution of this strategy, including the development and delivery of the tools, products, and mediums through which we communicate and share our story with our audiences.
- Support Columbia Land Trust's values around diversity, equity, and inclusion to enhance an organizational culture of belonging
- Responsible for overall organizational style and product branding, including design, logo, and messaging, and their applications thereof.
- Design, direct, and manage multiple complex projects or programs, including in collaboration with internal and external colleagues, that build trust in our brand and increase our donor base and our conservation impact.

Communications and Marketing Objectives

This role has incredible potential- we are a strong, healthy organization with a habit of being too quiet about our accomplishments and our strengths. We want to continue to be authentic but believe that more people should know who we are, what we stand for, and ultimately, share in our mission to conserve the vital lands, waters, and wildlife of the Columbia River region by giving generously in a way that is meaningful for them. Objectives to achieve this include:

- Craft and execute a strategic brand management plan that authentically reflects Columbia Land Trust's mission and values.
- Develop and implement impactful communications and marketing strategies that accelerate the organizational strategic plan (known as our [Conservation Agenda](#)).
- Maintain expert knowledge of brand management trends, media strategies, and analytics of communications strategies to enable continual integration of current best practice.
- Oversee all content creation that reflects our brand:
 - Develop a proactive communications plan that advances our Conservation Agenda through planned or paid media, earned media, organizational publications and outreach, and social media.
 - Partner with the Advancement and programmatic teams to determine, prioritize and produce branded communication tools and content.
 - Support the Conservation and Stewardship Teams to ensure that grassroots messaging, advocacy communication, and policy communication is consistent and maintains our values as a trusted, non-partisan, inclusive organization.
- Design and execute communication and marketing projects, and the contractor and agency relationships including writers, editors/proofreaders, creative, web development, print and promotional materials needed to deliver results.

Qualifications

Columbia Land Trust expects that applicants for this position will have skills and experience with some of the work listed above, or with other similar work. However, applicants are not expected to have experience in all these tasks 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. Accommodation may be made to enable individuals with disabilities to perform the essential functions.



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To apply for this job, applicants should be able to demonstrate:

- A bachelor's degree in a related field and minimum of 8 years of related work experience, or an equivalent combination of education and experience.
- Demonstrable commitment to personal and organizational diversity, equity, and inclusion
- Evident passion for the mission and values of Columbia Land Trust and a desire to increase our impact.
- Proven experience working at a leadership level.
- Experience measuring strategic communications, media, marketing, and engagement plans, campaigns, and strategies.
- Experience developing and leading complex communications and marketing projects including strategic direction, financial responsibility, contract management, and measuring results, especially those that are designed to align with and enhance brand support.
- Flexibility to work occasional evenings or weekends
- Valid driver's license
- Legally able to work in the USA.

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 and Marketing Director position, please email a cover letter highlighting relevant experience, your resume, and a list of three references to jobs@columbialandtrust.org. We will not contact your references without notifying you first. Please include the following in your cover letter:

- Why you want this position, and to be a part of our organization.
- How your experiences and skills align with the requirements of the role.
- How you can advance our values, including our commitment to diversity, equity, and inclusion

Applications for this position will be accepted through **March 31, 2024**.

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.