



**COMMUNICATIONS MANAGER
JOB DESCRIPTION
MARCH 2023**

POSITION & RESPONSIBILITIES SUMMARY

Eastern Sierra Land Trust (ESLT) is seeking a Communications Manager to join our nationally accredited land trust based in Bishop, California.

The Communications Manager will work closely with the Executive Director/CEO to lead ESLT's communication with our donors and the public through newsletters (hard and digital), social media, website updates and media outreach. The Communications Manager will also work with the Marketing and Development Director on fundraising campaigns and messaging to ensure consistent donor messaging. This position is full-time and non-exempt with accrued benefits, and will join the fast-paced and dedicated ESLT team in a hybrid work environment. ESLT provides a fully functioning office, and while permitting hybrid work expects all staff to utilize the office at least multiple days per week.

DUTIES AND RESPONSIBILITIES TO INCLUDE BUT NOT LIMITED TO:

- Work with the Executive Director/CEO to ensure on-brand, high quality and professional communications that have consistent branding and compelling messaging, in a timely manner that is consistent with ESLT's Strategic Plan.
- Work with the Executive Director/CEO and Development & Marketing Director for effective donor relations, fundraising, and organizational materials utilizing donor centric writing.
- Create, implement, analyze and report on the annual Communications Plan on a quarterly basis.
- Create standalone and scheduled email campaigns.
- Lead the design, creative content, production and distribution of our monthly electronic newsletter and our semi-annual mailed newsletter.
- Collaborate on the design, production and distribution of outreach & education materials with the Education Coordinator & AmeriCorps member.
- Maintain website, and write detailed blogposts.
- Create and post all social media.
- Work with the Executive Director/CEO closely on the Mammoth Lakes 395 Wildlife Crossing Project.
- Manage media outreach efforts by creating and submitting approved announcements and by creating and distributing media releases.
- Manage graphic documents, images, and all digital files.
- Maintain Communication and Outreach files.
- Assist with outreach and fundraising events, activities, and programs for members, donors, and the community from creation, to implementation, to follow-up as requested by supervisor.

QUALIFICATIONS/REQUIRED SKILLS:

- Knowledge of ESLT's mission and programs.
- Excellent computer proficiency, specifically Microsoft Office, Dropbox and Google.
- Experience with WordPress, InDesign and Photoshop, and Constant Contact.
- Skill in managing multiple projects simultaneously; the ability to organize tasks; identify resources to complete projects on deadline and budget; and of high, consistent quality.
- Solid writing and editing skills, graphic design, and experience developing public information materials; donor-centric writing a plus.
- Attention to details and a desire to learn.
- Ability to work both collaboratively and independently, and with a diverse audience.
- Ability to communicate warmly and clearly in person, over the phone, and through email
- Ability and desire to be in a fast-paced, dedicated and professional environment that values working as a team, relationships, and giving and receiving honest feedback.
- Ability to work some evenings and weekends.
- Valid California Driver's license.
- Bachelor's degree from an accredited four-year college or equivalent experience preferred.

ORGANIZATIONAL RELATIONSHIPS

1. Supervised By: Executive Director/CEO
2. Employees Directly Supervised: N/A
3. Other: Works with Operations Director, Development & Marketing Director and other staff as requested.

COMPENSATION AND BENEFITS

This position is full time and non-exempt with alternating Fridays off. Salary is commensurate with experience and skills (\$18 - \$30 per hour).

1. You will be entitled to pro-rated vacation and sick pay on an accrual basis, and ESLT offers 12 paid holidays annually.
2. You will immediately be eligible for legally mandated benefits such as Workers Compensation Insurance and California Disability Insurance. You are eligible for ESLT offered medical, dental and vision coverage beginning the first of the month, following 30 days from your date of hire. ESLT enforces a mandatory 6-month probationary period which will begin on your start date. You will become eligible to enroll in ESLT's Simple IRA in January 2024.

Opportunities for training and career advancement available as annual budget permits.

ESLT provides a fully functioning office and while permitting hybrid work, expects all staff to utilize the office at least multiple days per week. A hybrid work environment to those who wish to work both from home and the office as part of their work hours is permitted. It is a requirement of this position to adhere with ESLT's policies and procedures, and provide proof of COVID-19 vaccination status.

PLEASE DIRECT COVER LETTER AND RESUME TO: INFO@ESLT.ORG

Apply via email and include a sample of your writing as a cover letter, résumé, a sample of your graphic design, and at least three references, two of which should be managers or supervisors. No phone calls or

drop-ins, please. Our intent is to fill this important and open position in a timely manner. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran or disabled status, or genetic information.

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Established in 2001 and Accreditation Renewal in 2022, Eastern Sierra Land Trust (ESLT) works with willing landowners to protect working farms and ranches and wildlife habitat in California's Eastern Sierra, a 14,000 square-mile region rich in natural beauty. Through strategic conservation easements that afford permanent protection for private land, ESLT enters into legal agreements with willing landowners to safeguard their land for scenic, agricultural, recreational, habitat, and watershed values. This healthy balance of sustainable uses ensures a strong local economy and protection for natural areas, wildlife habitat, and migration corridors.

Preserving the Eastern Sierra goes beyond protecting the land with legal tools. Our community outreach engages and inspires the public to take responsibility for protecting the Eastern Sierra's rural legacy. Youth are a special focus, as our next generation will soon be responsible for making decisions about land use and management. By instilling the value of conservation, we encourage an ethic of land protection that will last for decades to come. Educational activities include birding and natural history field trips, trips to wildlife migration corridors, habitat restoration projects, creative writing and art workshops, and pollinator and native plant gardens.