

CONNECTICUT
Land Conservation Council

Communications Manager - Part-Time

Posted June 27, 2024

- Position:** Communications Manager
- Status:** Part-time, 25 hrs/wk, exempt. This position can be adjusted \pm 5 hrs/wk for the right candidate.
- Location:** This is a hybrid position, requiring one day per week in CLCC's offices in Middletown, CT. Other hours may be worked remotely. Occasional in-state travel and evening/weekend hours will be required.
- Reports to:** Deputy Director

About the Connecticut Land Conservation Council (CLCC)

CLCC is the statewide service provider and umbrella organization for Connecticut's ~120 land trusts. We are a leader in advocacy and policy, education and training, and technical assistance to empower land trusts and other conservation organizations to ensure the long-term viability of land conservation efforts in the state.

Since its formation in 2006, CLCC has grown into one of the most effective land trust service associations in the country, offering a wide range of programming and services, including traditional capacity building, training, and grant programs, along with new and creative opportunities for land trusts to better connect to one another and their communities for greater conservation, economic, and social impact.

Position Overview

As a new position, the Communications Manager will have the unique opportunity to evaluate and refine all aspects of CLCC's current communications and to develop and implement an integrated communications and outreach strategy that efficiently and effectively conveys CLCC's mission, programs, and impact. This position has the potential to become full-time as the organization continues to grow and respond to the needs of Connecticut's land trusts.

In addition to the responsibilities listed below, this will be accomplished through collaboration with 1) other members of the CLCC team, integrating the outcomes of their work into a broader strategy for enhanced public awareness of and engagement with the organization, and 2) partner organizations, amplifying shared messages, initiatives, and successes.

Duties and Responsibilities

1. Content Creation and Management

The Communications Manager will oversee the production and distribution of high-quality, external-facing content through a variety of print and online communications, including:

- *E-newsletters:* Manage the creation, segmentation, and distribution of CLCC's electronic newsletters and other email communications.

- *Press releases:* Draft and distribute press releases and coordinate media outreach efforts by cultivating and managing relationships with local, regional, and statewide media outlets.
- *Social media:* Develop and execute strategies to increase engagement and reach by creating, curating, and managing content for CLCC's social media platforms, ensuring regular updates and interactions.
- *Website:* Manage all aspects of CLCC's website, working with contracted web developer as needed.
- *Print materials:* Contribute to creating annual reports, brochures, direct mail fundraising appeals, etc.

2. *Event Promotion*

- Develop communication strategies and assist with creating materials for CLCC events, including invitations, webpages, graphics, and signage.
- Support event planning and execution, including managing communications before, during, and after events.

3. *Community Outreach and Engagement*

- Be well-versed in all aspects of the organization's vision, mission, and programs, and occasionally represent CLCC at public events, partner meetings, and other community engagements.
- Develop and implement strategies to engage and mobilize CLCC's supporters and the broader community.

4. *Brand Management and Graphic Design*

- Oversee the development and maintenance of CLCC's brand identity, ensuring consistency across all materials and platforms.
- Design and produce visual content, including graphics and promotional materials.
- Collaborate with external contractors for larger design and production projects.

Qualifications

The ideal candidate will have:

- Familiarity with community-based nonprofits and enthusiasm for CLCC, our programs, and our mission.
- BA/BS degree, preferably in communications or another related field, with at least five years of relevant experience, preferably in the nonprofit sector. An additional five years of relevant work experience may be substituted for a BA/BS degree.
- Impeccable writing, editing, proofreading, listening, and reading skills.
- Strong organizational skills and attention to detail, with the ability to coordinate multiple projects simultaneously and set and meet deadlines.
- Demonstrated ability to develop and implement communications strategies, with experience planning, creating, executing, and measuring the effectiveness of print and online communications

- Experience with email marketing platforms (i.e., Constant Contact, Mailchimp, etc.), graphic design software (i.e., Canva, Illustrator, etc.), and social media platforms. Experience in Wordpress is a plus, as is video editing ability.

Salary and Benefits

CLCC offers a competitive salary and comprehensive benefits package. The annual salary range for this position at 25 hours/week is \$35,000 - \$40,000 depending on experience. This salary may be prorated if the position is adjusted \pm 5 hrs/wk. CLCC offers all employees a comprehensive benefits package, with this position being eligible for 1) health insurance benefits; 2) access to a SIMPLE IRA with a 3% employer match; 3) paid time off, including holidays, sick time, and discretionary days.

To Apply

Email your resume and cover letter, combined in one PDF, to alefland@ctconservation.org with the subject line reading "CLCC Communications Manager Application". No phone inquiries, please. Applications will be reviewed on a rolling basis. The position is open until filled.

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The Connecticut Land Conservation Council is an equal-opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. We strive for a collegial and diverse environment of people who generate innovative ideas and work hard to implement them. Read about our board, staff, mission, and values on our website at www.ctconservation.org