



**Job Description  
Communications Director  
April 2022**

**Location:** Bellingham, WA  
**Position Type:** Exempt, Full-time  
**Salary Range:** \$55,000-\$65,000, plus benefits  
**Reports to:** Executive Director

**Overview:** Whatcom Land Trust is a nationally accredited, community-based nonprofit organization that works with local landowners and others to protect the natural values and resources important to the Whatcom County community. Since 1984, Whatcom Land Trust has conserved over 20,000 acres of land. This position will work with staff, Board, volunteers and partners to set and guide the strategy of the Whatcom Land Trust regarding all outreach, communications, website, and public/community relation messaging needed to fully articulate the Trust's mission and increase the number and diversity of community members in conservation action.

**Position Summary:** The Communications Director is responsible for maximizing opportunities for education, collaboration and engagement to advance Whatcom Land Trust's mission and strategic plan. Through effective storytelling, this position will build allies and personal relationships between Whatcom Land Trust and its internal and external stakeholders. Working through social media, press, events, effective advertising, soliciting community support and other innovative and systematic approaches, the Communication Director's primary responsibility is to increase the overall size and reach of community engagement with the Land Trust.

**Duties and Responsibilities:**

**Teamwork**

Working closely with the Executive Director, Communications & Philanthropy Associate, and other staff, the Communications Director leads and coordinates both the internal and external community engagement efforts of Whatcom Land Trust, assuring that our message is consistent and effective.

**Communications**

- Create/implement a strategic and comprehensive communications plan for the Whatcom Land Trust with the goals of:
  - Expanding the quantity and quality of information to current and new community members
  - Creating a best-in-class website and social media platform
  - Scaling up collateral materials
  - Increasing the exposure and excitement of the Land Trust within the community
  - Supporting Board and staff in all programs and activities
- Improve Whatcom Land Trust's media profile through strategic content, collaboration, and promotion.
- Oversee Whatcom Land Trust website, bi-annual print newsletter, monthly e-blasts, blog posts and other social media by soliciting and editing content from contributors. Ensure the content adheres to high standards of accuracy, readability, relevancy, and messaging.
  - Advise on and write press releases and advertising copy. Cultivate relationships with members of the press, partners, businesses, organizations and others to facilitate prompt coverage of key

organizational accomplishments. Gather, write or compile news stories and facilitate their placement in local and regional publications.

- Create print and multi-media materials to inform the public about Whatcom Land Trust's work.
- Produce materials both in-house and through contractor management.
- Maintain an archive of Whatcom Land Trust communications materials and press coverage.
- Lead a rebranding process for Whatcom Land Trust
- Continually research and implement communications best practices.
- Work to find innovative approaches to community engagement.
- Assure that staff, Board and programs (Philanthropy, Stewardship, Conservation) are equipped with collateral messages and support materials needed for events and tours.

## **Outreach**

- Work with Volunteer Coordinator and Communications & Philanthropy Associate to oversee the process of setting tours, outings, workshops and other educational events. Assist with coordination of tabling, training volunteers and developing a youth engagement program.
- Devise systems for monitoring the effectiveness of all outreach activities, produce summary reports and recommendations for future action.
- Continually research and implement best practices and innovative approaches to community outreach.
- Supervise a contracted special events coordinator, if needed. Manage outreach events, and assist with other events as needed.

## **Philanthropy**

- Works closely with Philanthropy staff to provide consistent and effective support. Collaboration on annual reports, presentations, and other outreach communications.

In all activities, work at the direction of the Executive Director and in concert with Whatcom Land Trust staff, and committees comprised of staff, Board and community members.

## **Preferred Qualifications and Attributes:**

- Ability to think strategically with close attention to detail
- Two years' non-profit communications experience. Demonstrated proficiency with social media and web based communications.
- Excellent writing and editing abilities
- Proficiency with Microsoft Word, Excel, Power Point, the Adobe Creative Suite (including Indesign), and SEO.
- Engaging, articulate, accurate, accessible communications habits in written and oral formats.
- Ability to self-initiate but also to take direction and work as a team. A strongly collaborative temperament.
- Familiarity with the communities of Whatcom County.
- Willingness to work some evenings and weekends and increase/decrease monthly work schedule as seasonal events dictate.
- Discretion, creativity, strategic thinking, innovation, integrity, resolve and a hearty sense of humor.

Salary and benefits package are competitive and based on experience.

Please email a cover letter & resume to: [officemanager@whatcomlandtrust.org](mailto:officemanager@whatcomlandtrust.org) by May 11th, 2022.

*Whatcom Land Trust is an equal opportunity employer that welcomes all applicants and does not discriminate in its hiring practices.*