



Communications and Outreach Manager

Position Overview:

The Kingston Land Trust is seeking a full-time Communications and Outreach Manager to join our innovative land conservation and community organization and lead external communications and engagement with the public. As a member of the Shared Leadership Team, this position will also help lead the organization as a whole. The ideal candidate would be an excellent verbal and written communicator, a compelling storyteller, detail-oriented with an eye for graphic presentation of information, an innovative and driven fundraiser, a team player, and someone who shares our commitment to the liberatory work of healing the environment and communities by centering people historically and currently denied sovereignty over and access to land.

KLT Staff Collaboration Structure

The Kingston Land Trust staff and board operate within circles (areas of work) that hold different decision making powers and responsibilities. The Communications and Outreach Manager will lead the Communications & Outreach Circle while also participating in the Fundraising, Program, and Shared Leadership Circles. Other members of the Shared Leadership Team who are longtime KLT staff members will provide onboarding, an accountability structure, and general support to this role.

Responsibilities

- Communications and Outreach
 - Develop and steward an adaptable annual communications strategy and plan in alignment with organizational programming, outreach, and fundraising priorities
 - Create engaging, creative, and persuasive written and graphic content in collaboration with KLT staff, including newsletters, website materials, social media posts, and press releases
 - Design and publish/print promotional and informational materials
 - Proofread and edit content drafted by other team members
 - Maintain consistency with and further refine KLT language, design, and branding standards
 - Monitor and coordinate responses to inquiries and other external communications across all platforms, including by phone and mail
 - Make updates to and maintain the content of the KLT website, as well as other digital platforms
 - Maintain and develop the KLT's media relationships and identify earned media opportunities
 - Interface with the community at events through informational tabling, other face-to-face community engagement, volunteer recruitment, and taking photos and video
 - Steward KLT audiences through Constituent Relationship Management (CRM) software (*Little Green Light*) and mailing lists
 - Support innovation and execution of outreach and community engagement strategies
- Fundraising and Donor Management
 - Design and coordinate campaigns and appeals across all platforms, including mail
 - Coordinate and carry out donor acknowledgement and engagement
 - Identify and engage with potential donors and funding entities, evaluate and pursue funding opportunities
 - Help develop and execute fundraising initiatives and strategies along with other members of the Shared Leadership Team as a participant of the Fundraising Circle
- Shared Leadership

- Work collaboratively with other members of the Shared Leadership Team to coordinate the work of different circles
- Support the development of the KLT's relationships with public officials, community leaders and organizations, volunteers, donors, colleagues and consultants
- Be a spokesperson for the organization along with the other members of the Shared Leadership Team and the board.

Desired Qualifications

- Superb writing, storytelling, and verbal communication skills
- Graphic design, digital formatting, other creative/artistic skills
- Attention to detail and consistency
- Project management experience and time management skills
- Marketing or advertising experience
- Experience with community organizing and volunteer engagement
- Experience working on highly collaborative teams
- Experience with constituent or donor database management; (e.g. *Little Green Light*)
- Written and verbal Spanish language proficiency
- Fundraising experience
- Experience--professional or otherwise--with land conservation and social justice work
- ****Note: We recognize that knowledge, experience and potential may exist outside of traditional employment and may be expressed differently for different people. We encourage anyone with an interest in the position to apply!**

Location: Must be based in or near Kingston, NY. We embrace a flexible work environment that values both autonomy and collaboration. This position offers the opportunity for remote work to accommodate your work-life balance. We also believe that certain aspects of collaboration are best fostered through in-person interactions, and encourage employees to take advantage of our office space when possible. This position requires a minimum of two days in the office, as well as in person attendance at occasional meetings and events in and around our service area (City of Kingston, Town of Ulster, and Town of Hurley).

Hours and schedule: This is a full time hourly position at 40 hrs/week, including paid 1 hour lunches. While daily schedules are flexible, the KLT's general working hours are weekdays 9am-5pm, with occasional evening and weekend meetings and events.

Compensation: Starting at \$47,000 - \$54,000 per year, commensurate with experience

Benefits:

- 20 days of Paid Time Off per year; paid holidays
- \$400 monthly (non tax deductible) health stipend
- Professional Development allowance (including related costs)

Deadline to Apply: We will accept applications on a rolling basis until the position is filled. We hope to hire someone and have them start in late December 2023 or early January 2024.

How to apply: Submit a cover letter and resume to opportunities@kingstonlandtrust.org . After a first round of interviews, we'll ask for a writing sample and three references.

The Kingston Land Trust is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on organization needs, job requirements and individual qualifications, without regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, criminal record, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. The Kingston Land Trust will not tolerate discrimination or harassment based on any of these characteristics.