



Western Reserve Land Conservancy

land • people • community

Job Posting

Director of Communications and Public Relations

Western Reserve Land Conservancy has an immediate opening for a Director of Communications and Public Relations. This full-time position will be located at the organization's Conservation Center at 3850 Chagrin River Road, Moreland Hills, Ohio 44022.

Background

Western Reserve Land Conservancy provides the people of northeast Ohio with essential natural assets through land conservation and restoration. Headquartered in Moreland Hills, Ohio, we are the largest land conservancy in Ohio, employing over 40 people in offices throughout northern and eastern portions of the state. Our land protection team has now conserved more than 56,000 acres of natural area and working farms in 23 Ohio counties. Thriving Communities, our urban revitalization program, is nationally recognized for thought leadership on removing blight; creating land banks to find productive uses for vacant properties; and revitalizing communities through greening strategies. Our mission is funded through a combination of program revenue, government grants and philanthropic gifts from individuals, foundations and corporations.

Position Summary

This is a full-time, salaried position that directs all of the internal and external communications and marketing for the organization. The Director will plan and implement a communications and public relations program for Western Reserve Land Conservancy that supports the conservation and fundraising goals of the organization. This position is responsible for overseeing media relations, website, social media, and the production of publications and other creative materials with staff and agency support.

An understanding of how to create effective messaging on key public policy issues is important in this role as well as upholding the mission, vision, values, and customer service standards of Western Reserve Land Conservancy.

Responsibilities

- *Publications:* Write, edit and manage all Land Conservancy publications, including the annual donor report, *Connections* magazine and *Landline* newsletter.
- *Special publications:* Work closely with the Development team and other departments to create brochures, white papers and other documents as needed. Edit the annual *Stewardship Landline*.
- *Media relations:* Serve as the media contact for the Land Conservancy and oversee the issuance of all news releases and statements to the press.
- *Social media:* Oversee the Community Outreach Manager's social media work for the Land Conservancy.

3850 Chagrin River Road • Moreland Hills, OH 44022

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- *Website:* Work with the Community Outreach Manager to oversee and edit the organization's website, creating content and serving as editor of content written by others.
- *Fundraising letters and materials:* Support the Development Team by writing and editing fundraising letters when directed and creating special publications.
- *Visuals:* Shoot, edit photos and videos when needed. There are times when an agency is needed to support this work – manage the agency.
- *Managing staff, freelance photographers, designers and printers:* Direct and manage all outreach and communications staff, freelance creative work on publications and special projects and approve pricing with the Chief Development Office (CDO).
- *Internal communications:* Oversee the writing, editing, and distribution of weekly internal newsletter, *Just Between Us*. Work with the Management Team and others to craft messaging about completed projects to staff and trustees.
- *Public policy messaging:* Work with the Chief Executive Officer, CDO and others to craft key messages about policy issues affecting the Land Conservancy.
- *Advertising:* Create, schedule and coordinate any advertising involving the Land Conservancy.
- *Marketing/PR Committee of the Board:* Serve as the staff liaison to this committee and work directly with the Trustee Chairperson to plan meetings, agendas, board reports, and deliverables for the committee.

Required Education, Experience, Capabilities

- At least 7 years of experience in communications, public relations or fundraising, with a strong focus on communication techniques for institutional donors.
- Bachelor's degree from an accredited college is required, with major in journalism and/or public relations preferred.
- Enthusiasm for conservation and urban revitalization and for the mission of Western Reserve Land Conservancy.
- Strong creative, strategic, analytical and organizational skills.
- Experience developing and managing budgets.
- Proficient in Microsoft Office, particularly Word, Outlook, Excel and Publisher.
- Familiarity with WordPress content management system; Adobe InDesign and other creative software.
- Knowledge of basic photography and photo editing.
- Knowledge of basic videography, storyboarding and video editing or the ability to manage an agency doing this work.
- Familiarity with major social media platforms including Facebook, Twitter, LinkedIn, etc.
- Ability to manage multiple projects at a time.
- Experience working with volunteers is desirable.
- Must be willing and able to travel by car, primarily throughout Northern and Eastern Ohio.

Application Process

Interested individuals should send a resume and cover letter to Bob Kissling, Director of Human Resources, at rkissling@wrlandconservancy.org.

Western Reserve Land Conservancy is an Equal Opportunity Employer and is committed to hiring staff members who represent the rich diversity of our community. All qualified candidates will receive consideration for employment and not be discriminated against based on race, sex, sexual orientation, gender identity, age, color, religion, national origin, disability, genetic information, protected veteran's status, or other legally protected classification in the State of Ohio.