



Western Reserve Land Conservancy

land • people • community

JOB POSTING COMMUNICATIONS AND MARKETING SPECIALIST

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

BACKGROUND

Western Reserve Land Conservancy provides the people of our region 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 60,000 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 and housing market recovery; 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.

RESPONSIBILITIES

Under the supervision of the Director of Communications and Public Relations (DC), the Communications and Marketing Specialist will assist in the creation, implementation and evaluation of communications and marketing projects and campaigns critical to increased visibility of Western Reserve Land Conservancy, its mission and its work. The Specialist will work closely with many different departments within the Land Conservancy to serve their communications and marketing needs, increase regional support and strengthen our position as Ohio's leading land trust.

This position will have four main areas of responsibility: Marketing and Graphic Design, Social Media Management, Community Engagement and Content Development.

Marketing and Graphic Design

- Develop and design brochures, invitations, white papers, newsletters and other collateral materials for print and online publication using Adobe Creative Cloud software.
- Manage all e-marketing communications via MailChimp; under close coordination with the DC, strategize on e-marketing opportunities, analyze performance and make appropriate recommendations.
- In coordination with the DC, ensure organizational adherence to brand guidelines; as needed, develop and update brand guidelines.

Social Media Management

- Develop content and strategies for the Land Conservancy's Facebook, Twitter, Instagram, YouTube and LinkedIn social media accounts.
- Manage occasional paid promotions for social media posts; advise on paid promotional strategies.

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- In coordination with the DC, develop social media marketing strategies that grow our followers and highlight our work.
- Advise DC and staff on latest social media trends.

Community Engagement

- Work with staff members across the organization to identify opportunities for meaningful constituent engagement at multiple events annually that support the Land Conservancy's mission and operation, including, but not limited to, the Land Conservancy's Vibrant Places campaign, Speakers Series, Tree Steward program and Arbor Day celebration.
- As directed by the DC, manage volunteer recruitment, placement, and engagement.
- Track volunteer hours and evaluate volunteer experience.

Content Development

- As needed, write and edit web content, press releases, project summaries, email newsletters, Annual Report stories, social media content and more.
- Take and edit photos and videos as applicable.
- Track and maintain photo and video database.

Related Responsibilities

- Support the Development Team on projects, fundraising appeals, and cultivation events.
- Assist with office procedures including but not limited to data entry, RSVPs, invoice processing, outgoing calls, emails, filing, reports and budgets.
- Other duties as assigned by the DC and Management Team.

REQUIRED EXPERIENCE AND CAPABILITIES

- Demonstrated passion for the Land Conservancy's work to provide the people of our region with essential natural assets through conservation of vibrant natural areas, preservation of working farms, and creation of healthier urban environments.
- Excellent written communication skills, including knowledge of industry standards in proofreading and editing using AP Style with three to five years of professional experience.
- Proficiency in Adobe Creative Cloud and MailChimp; experience with photography, videography and multimedia storytelling strongly preferred.
- Demonstrated public relations experience.
- Ability to prioritize and handle a variety of assignments simultaneously in a fast-paced environment.
- Ability to relate to a diverse range of people and exercise cultural competence and inclusion.
- Ability to think strategically.
- Ability to work independently and as part of a team emphasizing teamwork, collegiality, respect, and excellence.
- Proficiency in Microsoft Office products: Word, Excel, PowerPoint and Outlook.
- Proficiency in website content management systems and social media management (Facebook, Twitter, LinkedIn, Instagram, and YouTube).
- Must be willing to travel throughout the region.
- Must be willing to work some evenings and weekends.

PREFERRED EDUCATION AND CAPABILITIES

- Bachelor's degree in Public Relations, English, Marketing, Communications, Journalism, or related discipline, or equivalent combination of education and experience.
- Experience with or willing to learn Raisers Edge or other development databases.
- Knowledge of Northeast Ohio, conservation biology and/or urban planning

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.