



COMMUNICATIONS AND DEVELOPMENT COORDINATOR

BITTER ROOT



LAND TRUST

Reports To: Development Director

Salary: \$40,000 - \$47,500 DOE

Benefits: Group Health Insurance with optional Health Savings Account
SIMPLE IRA with up to 3% Employer Match
Generous Leave Policy, including Personal, Parental, Medical, and
Sabbatical, Flexible Scheduling

Status: 1.0 FTE

To Apply: Posting period closes April 12, 2021. Applications will be reviewed on a rolling basis. Please send cover letter, resume, references, and salary requirements to gavin.ricklefs@bitterrootlandtrust.org. No phone calls please.



Scope of Work:

Communications:

The Communications and Development Coordinator manages print and electronic communication initiatives.

Community Engagement Opportunities:

The Communications and Development Coordinator is the organizational lead envisioning, planning, and executing all BRLT's community outreach programming and events.

Development:

The Communications and Development Coordinator will work with the Development Director to support the Development program, this includes grant writing, mailings, other development duties as assigned.

Position Overview: The Communications and Development Coordinator increases BRLT's visibility through development programs, outreach events and communication channels. This position helps to develop and implement strategic communications plans to inspire and engage a growing constituency for conservation, creates an inclusive and welcoming organizational presence, and effectively demonstrate

the impacts of Bitter Root Land Trust in the community we serve. The Communications and Development Coordinator is a skilled communicator who can develop donor-centric materials and capture stories of change that foster donor and community loyalty and appreciation through a variety of communication channels.

The Communications and Development Coordinator must be able to fluidly navigate and adapt to changing organizational and community needs. The Communications and Development Coordinator provides overall support for the Development Director including solicitation of donations, grant writing, and organizing special events.

The Bitterroot Valley:

Situated between the gentle Sapphires and rugged Bitterroot Mountains and bisected by the Bitterroot River, the Bitterroot Valley is home to a tremendous diversity of fish and wildlife, from bighorn sheep and elk to cutthroat trout and bald eagles. Rich soils in the valley support the historic farms and ranches that shape the culture and character of our region. Located in Hamilton, MT, we are situated at the gateway to the Selway/Bitterroot Wilderness and a broad array of outdoor pursuits.

Bitter Root Land Trust

Founded in 1996 by a group of local residents, the Bitter Root Land Trust is the only land trust focused exclusively on the needs and challenges of land conservation in the Bitterroot Valley. Since its inception, the Bitter Root Land Trust has grown into a trusted community partner, earning a reputation for excellence in conservation in the intermountain west. The Communications and Development Coordinator will join and support an existing staff of 7 and a 13-member Board of Directors. The Bitter Root Land Trust is proud to be an Accredited land trust, initially earning accreditation in 2013. Since inception, Bitter Root Land Trust has completed 47 conservation easements protecting water resources, wildlife habitat, and with a particular focus on working lands. Further, BRLT has either facilitated or currently owns several riverfront parks, fishing access sites, a community garden, and other community-based recreational properties.

Areas of Responsibility:

Communications: (40%)

- Strategize, create content for, and complete two seasonal newsletters to highlight BRLT's work, community connections, programmatic success, donor support, and current opportunities.
- Design and create content of semi-monthly supporter emails with project updates, upcoming events, and giving opportunities.
- Increase participation in BRLT's print and electronic mailing lists.
- Create, and lead content management for BRLT's website, ensuring regular updates.
- In conjunction with other staff, create written and electronic materials to connect BRLT's work to donors, landowners, partners, and the community, focusing specific messages to specific audiences.
- Generate, edit, publish and share social media content to support communications plan. Engage with supporters through BRLT's social media channels.

Community Outreach & Events: (30%)

- Maintain an outreach program that connects diverse community members to the land, creating

memorable experiences that build a lasting relationship between the people and the place which fosters moral and financial support of the organization.

- Lead BRLT's efforts to connect broadly in our community through traditional outreach efforts (Farmers' Market, Pint Nights at local breweries, and annual appearances at local service club meetings).
- Foster and enhance community partnerships with non-traditional partners (elders, veterans, schools, etc.) to enhance relevancy of BRLT's conservation work in the community.
- Working closely with the Development Director on fundraising elements, strategize, coordinate, and implement BRLT's annual events (such as the Barn Dance, Donor Appreciation Party, Art and Conservation Open House) and any additional community events identified in the annual workplan.
- Be present in the community as a visible ambassador for BRLT, its work, and its programs.
- Serve as primary staff lead for BRLT's Outreach Committee.
- Prepare talking points, presentations and supporting material as needed.

Development (30%)

- Writes grants in support of BRLT's operations in coordination with the Development Director.
- Reports on successful grants and manage grant timelines.
- Supports fundraising activities through donor cultivation, gift requests, recognition, and thanking.
- Works with Development Director to create and organize mailings (Fundraising appeals, "Good News" postcards, etc.).
- Other tasks as assigned by the Development Director.

Required Qualifications

- BA/BS in related field or three to five years demonstrated experience.
- Demonstrated, strong, persuasive written and verbal communications skills.
- Creative and innovative content creation experience.
- Experience managing websites, social media accounts, and email-based electronic communications.
- Ability to work effectively as part of a diverse, fast-paced team.
- Commitment to BRLT's core mission of helping landowners conserve the water, wildlife and working farms and ranches of the Bitterroot Valley for all generations.
- Proactive self-starter who demonstrates a high level of initiative and a commitment to high quality work.
- Ability to work occasional evenings, weekends or other non-traditional work hours, when needed.
- Demonstrated command of Microsoft Office suite of products.

Preferred Qualifications

- Experience coordinating community outreach events.
- Experience working in a rural western community that is culturally and politically diverse.
- Non-profit or mission driven professional experience.
- Experience with WordPress websites and donor management software.

- Experience organizing and managing volunteers.
- Experience presenting in front of groups of people.
- Experience editing videos.
- Experience with Adobe suite, particularly InDesign, Photoshop or Lightroom, and Premiere Pro.

Basic conditions of employment form the fundamental performance requirements for continued employment. All employees are ambassadors of BRLT and are expected to support and fulfill the organization's mission. All employees, regardless of job title, must demonstrate the following minimum requirements for continued employment. In addition, it is the employee's responsibility to read, understand, and comply with all policies and procedures.

- *1) Donor Relationships:* Identify key individual, business, foundation, and partner groups to support the work of the land trust.
- *2) Quality:* Comply with established requirements for job performance methods, procedures, and standards.
- *3) Professional Conduct:* Comply with established employment policies and practices. Maintain confidentiality of client, member/contributor, and employee information. Accept direction and provide direction in a cooperative and positive manner.
- *4) Personal Conduct:* Engage in personal conduct that is honest, respectful, courteous, and dignified as well as legal, ethical, dependable, and reliable. Demonstrate appropriate dress and personal hygiene.
- *5) Competency:* Develop and maintain skills, knowledge and abilities required for adequate performance of assigned job duties.