



Job Announcement: Communications & Engagement Coordinator

Full-time, regular, with benefits

Wood River Land Trust is a regional conservation non-profit organization working to protect and sustain the treasured landscapes and life-giving waters of the Wood River Valley and to inspire love for this special place for generations to come. Based in Hailey, Idaho, our staff of 13 people serves the Wood River Valley and surrounding areas. We work across sectors– with partners in government, conservation, land and natural resources management, agriculture, environmental advocates, recreation management, and more– to protect and manage open spaces where wildlife can flourish and people can connect to nature and each other. Our three focus areas are: 1) protecting and maintaining wild spaces and happy places; 2) restoring natural systems and connections; and 3) delivering on the promise of conservation in perpetuity.

SUMMARY OF POSITION

The Communications & Engagement Coordinator will be pivotal in promoting our mission, programs, and initiatives through effective communication and engagement strategies. This is a fantastic opportunity for a creative, detail-oriented professional passionate about using their communication skills to make a difference. A person successful in this position will quickly become an integral part of the overall team, implementing communications messaging, content, and engagement strategies to advance our conservation work and fundraising strategies. This is a full-time, exempt position.

PRIMARY RESPONSIBILITIES

- **Content Creation & Management (60% total)**
 - Proactively engage staff to gather stories, visuals, and updates highlighting the land trust's work, community events, and conservation achievements.
 - Stay up to date with land, river, and community planning program activities to inspire written content creation and collect visual materials for communications.
 - Project manage and coordinate content creation for digital and print materials.
 - **Website:** Work within the Wix web hosting and building platform to maintain the Land Trust website– ensuring an updated, compelling, and user-friendly experience (experience with Wix preferred).
 - **Social media:** Create content for social media posts and manage the schedule of social media activities so that the Land Trust's social media presence enhances brand visibility and community engagement.
 - **Email communications:** Draft written content, including program updates, for distribution via regular email communications to Land Trust supporters and the wider community.
 - **Fundraising appeals:** Propose design concepts for digital and print donor appeals and campaigns, including Idaho Gives, Giving Tuesday, and year-end giving.

- **Print reports and newsletters:** Coordinate the production of biannual print newsletters and annual impact reports by drafting and soliciting written content from program staff and project managing graphic design work completed on contract.
- **Preserve maps/signage:** Provide program staff with support in drafting written content and coordinating graphic design services to create informative signage for education, wayfinding, and branding on our public preserves.
- **Event promotion materials:** Lead the creation of promotional materials for Land Trust events, including print flyers, digital ads, social media graphics, and event announcements.
- **Video production:**
 - **Informal video creation:** Plan, shoot, and edit short, informal videos to capture the Land Trust's work, events, and community impact. These videos may be used for social media, email campaigns, or other quick-turnaround content needs.
 - **Professional video coordination:** Work with external contractors to produce high-quality, professional videos for the website, donor communications, and major campaigns. This includes coordinating with videographers, developing content outlines, and overseeing the editing process to ensure the final product aligns with the Land Trust's vision and messaging.
- **Press releases and announcements:** Draft written content for press releases, coordinate messaging from program staff, and create or coordinate content for advertisements.
- **Event Promotion & Execution (25%)**
 - Coordinate community and donor events, including event logistics, promotion, communications, and volunteers.
 - Coordinate the planning, execution, and success of community events, including but not limited to the Think Globally Act Locally Speaker Series (January - March), Work Parties (summer), and the Big Wood River Clean-Up (September).
 - Support the development/advancement team in the successful execution of donor events.
 - Manage WRLT's presence at 3 to 5 mission-oriented community partner events each year and support the logistics related to staff presence.
- **Strategic Communication Planning & Brand Management (15%)**
 - Propose and implement communication strategies for the Land Trust land, river, community planning, and advancement/development programs.
 - Identify target audiences and tailor messages to reach and engage them effectively.
 - Ensure consistent messaging and visual identity across all communications projects and platforms, including website, email, print, signage, and social media.
 - Own and manage WRLT brand guidelines and implement them in all communication materials. Support other program staff in adhering to brand guidelines.
 - Cultivate and maintain relationships with media outlets.
 - Analyze and report on social media and website interactions to meet communications goals.

- o Based on digital analytics and reports, refine communications strategies to accomplish communications and fundraising goals.

REQUIRED QUALIFICATIONS

- 3+ years of professional experience in communications.
- Written and verbal communication that is clear, proactive, and positive.
- Ability to work both independently and as part of a team.
- 1+ years of experience in project management and coordinating teams.
- Technological proficiency with digital communications tools and platforms, including but not limited to Wix, Facebook, Instagram, Mail Chimp, Bloomerang, and Canva.
- Strong organizational and time management skills: impeccable follow-through with tasks, meets deadlines with ease, manages communications to-do list for all Land Trust activities.
- Learns and digests conservation subject matter quickly.

PREFERRED QUALIFICATIONS

- Graphic design experience, proficiency in Adobe Creative Suite.
- Web design experience.
- A passion for the nonprofit sector and the Land Trust's conservation mission.
- Photography and videography experience.

COMPENSATION:

Starting salary \$60,000-\$70,000 annually, DOE with generous benefits package including:

- 3 weeks paid vacation, paid sick leave, and 11 paid holidays
- 4 weeks paid parental leave
- 401k retirement plan with 3% employer match
- 100% employer paid health and dental insurance, and employer contributions to Health Savings Account
- Eligibility for paid sabbatical leave upon 7 years of service

STATUS

This is a full-time salaried position based in our office in Hailey, ID. Some after-hours and weekend work activities will be required to support fundraising and community engagement events.

TO APPLY:

Please submit your application materials to Meg Pulliam at meg@woodriverlandtrust.org, including:

- **Cover Letter** – Explain your interest in the position and how your skills align with the responsibilities.
- **Resume**
- **Three Professional References**
- **Portfolio or Writing Samples** – Please provide 2-3 written and/or visual content samples (e.g., social media posts, flyers, newsletters, press releases, appeal letters, impact reports, thank you letters). Alternatively, you may prepare a mock sample of our upcoming "Think Globally, Act Locally" event, spending no more than one hour creating a social media post, short newsletter blurb, and/or press release. You're welcome to make assumptions if you're unfamiliar with specific details.

The interview process will include in-person interviews. Applications will be reviewed on a rolling basis.
This position will only be filled if the right candidate is found.