



JOB ANNOUNCEMENT: COMMUNICATIONS AND MARKETING DIRECTOR (FULL-TIME) JULY 2022

The Monadnock Conservancy, a nonprofit conservation land trust serving the Monadnock region of southwestern New Hampshire, seeks qualified candidates for the full-time position of Communications and Marketing Director, joining a staff of ten based in our Keene, NH office. The Communications and Marketing Director works alongside and under the leadership of the Executive Director, performing a variety of communications, outreach, marketing, public relations, development, and programmatic duties.

Founded in 1989, the mission of the Monadnock Conservancy is to work with communities and landowners to conserve the natural resources, wild and working lands, rural character, and scenic beauty of the Monadnock region. We care for our conservation lands, and we engage people in ways that strengthen their communities and their connections to the land. Every year, we help conserve hundreds of acres of the forests, farms, wildlife habitat, trails, and waterways that define our region's unique rural character. As the first land trust in New Hampshire to be accredited by the Land Trust Accreditation Commission, we have protected nearly 23,000 acres in 29 towns since 1989, and we deliver a variety of recreational, educational, and community outreach programs throughout the year.

Core responsibilities

- The Communications and Marketing Director provides comprehensive leadership and oversight of the Conservancy's strategic and tactical communications. Reporting to the Executive Director, they are responsible for telling the story of the Monadnock Conservancy through multiple media, relaying our mission, sharing our accomplishments, and inspiring people to connect more deeply with the land, their communities, and the Conservancy. The Communications and Marketing Director also supports and complements our development efforts by increasing public awareness of the organization and compelling new and existing donors to maintain and increase their financial support. The ideal candidate is someone with the experience, creativity, and entrepreneurial drive to invigorate and elevate our brand and expand our reach.

Specific responsibilities

- Create and implement a multi-platform strategic communications and marketing plan to increase public awareness of the Conservancy, inspire new and more diverse supporters, and more deeply engage existing supporters.
- Evaluate, revise, create, and oversee brand guidelines that distinguish our voice, tone, visual ID, values, and overall ethos.
- Lead the generation of dynamic, fresh, and compelling content that is thoughtfully curated across digital and print platforms.
- Analyze marketing and communication efforts by setting goals, testing hypotheses, and tracking metrics; adapt and evolve from insights.
- Deepen affinities for the Conservancy by creating engaging experiences across all our media channels – social, web, email, print, trail maps, trailhead kiosks, etc. – and evaluating any new platforms in which we should participate.

- Manage all Conservancy online media, including planning and executing social media strategies; maintaining and updating the Conservancy website; and publishing regular e-newsletters.
- Plan, create, produce, and distribute traditional print publications, such as annual reports, newsletters, invitations, signage, and more. Design content and execute in-house as needed.
- Create and maintain a strong public relations program, including building relationships with key media contacts, writing press releases, building press kits, and engaging influencers, all with an emphasis on increasing organizational awareness, especially among new audiences.
- Collaborate with and support teammates on cross-functional projects, such as fundraising appeals, events, and technical publications.
- Expand and curate our photo and video content library.
- Manage freelance consultants and production vendors, such as graphic designers, photographers, and printers.
- Lead planning for and execution of select signature public events; provide support for other events, such as strategy, scheduling, and publicity.
- In partnership with the Executive Director or Deputy Director, develop and oversee annual communication program budgets.
- The preceding list is intended to describe the general nature and level of work expected for this position. It is not intended to be an exhaustive list of all responsibilities and duties. All staff members may be required to perform duties outside their normal responsibilities from time to time, as needed.

Minimum qualifications

- A successful candidate may bring a combination of academic, professional, and lived experiences that enable them to excel in this role.
- Creative storyteller with strong editing, proofreading, verbal, and written communication skills.
- Content maverick who is confident in and/or excited to jump into graphic design, photography, and videography.
- Strategic thinker who can see the big picture, map out a plan, execute the components, and reflect on the efficacy.
- Creative, driven, self-reliant entrepreneur who is not afraid to think big ideas and run with them.
- Digital marketing pro, especially when it comes to social media.
- Juggler who makes project management look effortless, with an ability to deliver impactful work on time, on budget, and with an eye for the details.
- Top notch interpersonal skills and the ability to work closely, productively, and respectfully with a wide range of stakeholders.
- Confident and engaging public speaker.
- Team player who prides themselves on working together to reach a shared goal; leads with empathy, listens whole-heartedly, and appreciates a day filled with hard work and lots of laughter.
- Personal affinity for land conservation and appreciation for its importance to human quality of life.

- Appreciation for the need and opportunity for greater inclusion and equity in the field of conservation and increased diversity among those participating in and benefiting from the work.
- Excellent computer skills: Microsoft Office; web CMS (we use Typo3); Adobe Creative Cloud; Constant Contact; Meta Business Suite (Facebook and Instagram)

Working conditions

Work will be based out of the dog-friendly Monadnock Conservancy office in Keene, though some remote work may be possible. Dependability and regular attendance, whether in-office or remotely, are mandatory. Occasional attendance at evening and weekend events and meetings may be required (average 6-10 days per year). Periodic local travel and a personal vehicle are required.

This position is performed primarily in a normal office environment with occasional outdoor work at Monadnock Conservancy properties or special events. Office work is not subject to extremes of noise, temperature, odor, etc. Work includes operating a computer, printer, and other office equipment, which may require extended sitting and repetitive motion in the use of a keyboard and mouse.

Compensation

This position is full-time and salaried. Starting salary range is \$63,000-\$68,000/year, commensurate with experience. Benefits include paid medical and vacation leave, paid holidays, paid sabbatical eligibility, group health insurance (including dependents), flexible spending account, 403(b) retirement plan eligibility with employer match, and employer-paid term life and disability insurance.

Equal Employment Opportunity

The Monadnock Conservancy is an Equal Opportunity Employer. All decisions to recruit, hire, promote, and release from employment are made without regard to race, color, religion, national origin, sex, sexual orientation, age, marital status, physical or mental disability, veteran status, or other status protected by law.

The Monadnock Conservancy recognizes and honors diverse cultures and traditions. It proactively seeks employees for all aspects of its work from varied backgrounds for the greater enrichment of the organization. It is the goal of the Conservancy to have employees, supporters, volunteers, and a board of trustees that reflect the diversity of race, ethnicity, and other demographics in our service area, and for Conservancy programs to encourage involvement of groups that are historically underrepresented in land conservation.

To apply

The position is open until filled, with a target start date of mid-September 2022 or sooner. Send a resume and cover letter **by August 26, 2022** to cmdsearch@MonadnockConservancy.org. Questions will be accepted at this address. Prior to being granted an interview, qualified applicants may be asked to submit professional references and/or writing samples.