COMMUNICATIONS COORDINATOR

JOB DESCRIPTION

Position Type: Part-time (30 hours per week)
Reporting: Communications Director
Location: Charleston, South Carolina

To apply, please email a cover letter, resume, and three (3) references in one PDF addressed to Ellen Blake, Operations Director, to careers@lowcountrylandtrust.org by July 31, 2024. Initial screening interviews will be conducted on a rolling basis.

POSITION SUMMARY

Lowcountry Land Trust seeks an entry-level Communications Coordinator (CC) who will assist the Advancement team in fundraising, outreach, and events through operations and communications support. Reporting to the Communications Director, this position will be an integral part of the Advancement Team and closely collaborate with all Land Trust staff.

PRIMARY RESPONSIBILITIES

Stakeholder Stewardship
- Collaborates with the Database Consultant to create mailing lists for publications, maintain stakeholder contact records, and ensure all donor-related correspondence templates are up-to-date and accurate.
- Collaborates with the Conservation Operations Manager to ensure all landowner-related correspondence templates are up-to-date and accurate.
- Prepares “welcome packets” for new donors (monthly) and gift acknowledgment letters for donors at varying levels (weekly).
- Prepares agendas, memos, and presentation materials for the Board Advancement Committee meetings (quarterly).
- Documents the meeting minutes for the Board Advancement Committee meetings.

Digital Marketing
- Monitors and reports on various digital communications metrics, helping assess the effectiveness of the organization's messages, channels, and tactics.
- Manages regular web updates as organizational language and visuals are updated or improved, proposing new content as necessary.
- Performs regular search engine optimization (SEO) maintenance and implements search engine marketing (SEM) strategies.
- Utilizes branded graphic design templates to enhance digital communication visuals.
- Collaborates with the Communications Director and Conservation Team to outline, write, and publish informational and educational content to the organization's website, email list, and social media.
- Engages organically on social media daily while recommending, implementing, and monitoring paid advertising campaigns.

**Outreach and Event Promotion**
- Highlights the organization's work, collects email addresses, and sells merchandise at various community or organizational events throughout the year.
- Collaborates with the Communications Director and Advancement Team to outline, write, and publish organization-hosted event web pages, calendar listings, emails, and social media posts.

**Media Relations**
- Monitors media coverage and maintains records of press mentions and articles related to the organization.
- Provides support in media outreach activities, such as drafting press releases and maintaining media contact databases.

**Shared Advancement Team Responsibilities**
- Participate in the continuous improvement and documentation of procedures.
- Field general inquiry calls and emails from donors.
- Ensure gift-processing tasks are completed on time, including scanning checks, validating donor communications, and writing gift acknowledgment notes.

**Other Duties as Required:**
The above statements describe the general nature and level of work an employee assigned to this position performs. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All staff members may be required to perform duties outside of their normal responsibilities from time to time, as needed.

**QUALIFICATIONS**

**Required:**
- Bachelor's degree from an accredited institution of higher education or equivalent work experience in marketing and communications or an equivalent combination of education and experience.
- Demonstrated passion for conservation, the environment, and the Lowcountry.

**Preferred:**
- Ability to work independently and as part of a fast-paced team.
- Excellent collaboration, time management, organizational, communication, and interpersonal skills.
- Familiarity with G-suite, Microsoft Office, and Mac OS.
- Strong written and verbal communication and a strong sense of customer service.
- Interest in growing a career in environmental/conservation public organizations.
Software programs and applications used most frequently in our department:

Experience with these programs is not required, but candidates should note if they have used them in the past.

- Adobe Indesign and Photoshop
- Canva
- Classy
- Google (Ads, Analytics, Drive)
- MailChimp
- Monday.com
- Raiser's Edge
- Social Media (Instagram, Facebook)
- Virtuous
- WordPress

Lowcountry Land Trust is committed to the principles of diversity and equal employment opportunity, and to comply with all federal, state, and local laws that are applicable to equal employment. It is our policy to recruit, hire, train, and promote individuals, as well as administer any and all personnel actions, without regard to race, color, religion, creed, age, civil union status, domestic partnership status, affectional or sexual orientation or identity, sex, gender identity or expression, national origin or ancestry, marital status, status as a disabled or Vietnam era veteran, service in the federal or state military, union affiliation, pregnancy or breastfeeding, medical or genetic information, atypical hereditary cellular blood trait, refusal to submit to a genetic test or make test results available to the Company, or status as a qualified individual with a disability, in accordance with applicable laws. The Land Trust also complies with the South Carolina Pregnancy Accommodation Act.