



SYCAMORE LAND TRUST

COMMUNICATIONS AND MEMBERSHIP DIRECTOR

JOB DESCRIPTION

OCTOBER 2020

OVERVIEW

Sycamore Land Trust is a land conservation nonprofit headquartered in Bloomington, Indiana, that has been preserving land and connecting people to nature in southern Indiana since 1990. Sycamore seeks a qualified and enthusiastic individual to fill the role of Communications and Membership Director. Joining a team of six other full-time employees, the Communications and Membership Director is responsible for managing and implementing all efforts in communications, marketing, and membership recruitment and retention for Sycamore Land Trust. This position reports to the Executive Director, supervises at least one student employee per semester, and works closely with all other staff.

RESPONSIBILITIES

- Implement and continue to refine Sycamore's communications plan, in alignment with Sycamore's mission and strategic plan
- Set goals and monitor progress for all communications activities including website, newsletters, earned media, social media, outreach events, and marketing materials
- Build Sycamore's membership base through strategic outreach; foster high retention through donor-focused service and communications
- Serve as editor, chief writer, and production manager for *The Twig* (triennial print member magazine), Annual Impact Report, Nature Preserve Guide, and other print publications as needed
- Manage Sycamore's website, email newsletter, and social media channels, including producing content and interacting with users
- Generate media coverage by building relationships with members of the media, actively seeking media coverage opportunities, and responding to interview requests

- Manage donor recruitment for lower-level gifts, including developing annual donor recruitment plan, appeal and thank-you letters, layout and design, message consistency, monthly renewal notices, online campaigns, and data analysis
- Help plan and market the Annual Celebration fundraising gala (typically in October)
- Plan and manage other events to engage the public and members
- Manage annual surveys of donors, Annual Celebration attendees, trail users, and others as needed
- Represent Sycamore at various public outreach meetings and forums, including giving presentations
- Create, acquire, organize, and direct staff and volunteers in producing photos and videos
- Work with Development Director to steward donors, recruit new donors and partnerships, and manage donor relationships
- Supervise O’Neill Service Corps graduate fellow and other interns and volunteers in communication roles
- Help manage constituent database, online donation and event registration forms, and technical integrations between services (e.g. database integration with email newsletter service)
- Communicate knowledgably about natural resources in southern Indiana, and land conservation and land trusts in general
- Other duties as assigned

SKILLS AND QUALIFICATIONS

- Bachelor’s degree and at least three years’ professional experience in communications, fundraising, or related fields
- Enthusiasm for conservation and the mission, goals, and values of Sycamore Land Trust
- Excellent interpersonal skills and a friendly personality
- Self-motivated worker with initiative and the drive to generate and act on creative new ideas
- Proven ability to write persuasive and engaging content in various formats (print, digital, long-form, fundraising) for diverse audiences
- Keen eye for detail, especially in writing, proofreading, and fact-checking
- Strong organizational skills and attention to detail; ability to manage multiple priorities, meet deadlines, delegate effectively, and motivate others

- Familiarity and proficiency with Adobe Creative Cloud software (especially PhotoShop and InDesign), WordPress or other CMS platform, MailChimp or other email marketing software, social media platforms, Microsoft Office, and donor database software
- Comfort with learning new software, technological tools, and skills
- Graphic design skills sufficient to implement established brand and create simple print and digital designs (Sycamore works with a professional freelance graphic designer for larger print publications)
- Comfort with public speaking and ability to engage diverse audiences
- Collaborative team player with the ability to work independently
- Interest and ability to learn about the plants, wildlife, and natural features of southern Indiana

OTHER REQUIREMENTS

- Valid driver's license and reliable transportation
- Flexibility to work on evenings and weekends as needed
- This position is based at Sycamore's office in Bloomington, Indiana, and requires in-person involvement in local activities, although we are currently allowing employees to work remotely due to COVID-19

COMPENSATION

Dependent on experience. This is a full-time position with generous benefits including health insurance, retirement, paid vacation, a flexible work environment, and a comfortable office located in a beautiful mid-century modern house on a wooded property on the east side of Bloomington.

TO APPLY

Send your cover letter and resume to info@sycamorelandtrust.org by 5:00 pm Eastern on November 23, 2020. Please include your last name at the start of the file name. Applicants selected for an interview will be asked to provide samples of writing and graphic design (e.g. flyer or invitation).

EQUAL OPPORTUNITY

Sycamore Land Trust is an equal opportunity employer and does not discriminate on the basis of race, religion, sex, sexual orientation, gender identity, gender expression, family or parental status, national origin, age, veteran status, disability status, or any other status protected by law.