



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 Coordinator is responsible for developing and implementing strategies that effectively communicate WRLT's mission, programs, and impact. This role leads the creation of compelling content for digital platforms, print materials, and media outreach to engage donors, partners, and the broader community. The Communications Coordinator works closely with the Land, River, Community Planning, and Development teams to ensure programs, events, and initiatives are well-promoted and align with WRLT's brand and messaging. This is a fulltime position that reports to the Director of Advancement.

PRIMARY RESPONSIBILITIES

- **Content Creation & Management (70% 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; as well as supporting drafting of content for grant specific impact reports.
- **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:** Develop event promotion strategies and create materials (social media posts, flyers, press releases) based on input from the Community Engagement Coordinator.
- **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.
- **Media Relations (15%):**
 - Draft press releases and announcements for key initiatives.
 - Cultivate relationships with local and regional media outlets to amplify WRLT’s reach.
 - Coordinate media coverage for events and milestones.
 - Track and report on media coverage to measure WRLT’s reach and refine media outreach strategies.
- **Strategic Communication Planning (15%):**
 - Develop communication plans for campaigns and programs.
 - Ensure consistent application of WRLT’s brand guidelines across all platforms.
 - Analyze digital engagement metrics and refine strategies to optimize impact.

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.