



Door County Land Trust

Protecting Door County's Exceptional Lands and Waters...Forever

Open position posted 9/9/2024

BOARD OF DIRECTORS

President, Roy Thilly

*President-Elect,
Deb Hagman-Shannon*

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Land Protection Manager

Brian Forest

Land Project Manager

Carrie Ehrfurth

Conservation Easement Manager

Drew Reinke

Ecological Restoration Manager

Tina Lee

Land Stewardship Specialist

Thomas Stasiak

Community Conservation

Coordinator

Paige Witek

Stewardship Field Coordinator

Madison Tishler

Director of Charitable Giving

Cinnamon Rossman

Membership Coordinator

Sara Dennison

Administrative Director

Kristi Rice

Administrative Assistant

Amy Dwyer

Communications Manager or Coordinator

About the Door County Land Trust

Since our inception in 1986, the Door County Land Trust has worked to preserve, maintain, and enhance lands that contribute significantly to the scenic beauty, open space, and ecological integrity of northeast Wisconsin. In pursuit of this mission, we have earned a reputation as one of the Midwest's premier conservation organizations. We have worked with scores of landowners to protect more than 9,600 acres of fields, forests, farmlands, orchards, wetlands, and shoreline—and we are growing. We are a local, non-profit, nongovernmental organization supported by more than 4,200 households who love Door County.

The Opportunity:

The Door County Land Trust Communications Manager or Coordinator helps raise awareness and grow support for the mission to protect Door County's lands and waters. This position can bring Door County Land Trust communications to the next level by developing and implementing a creative and strategic communications plan to help grow the organization. Using digital and print media, advertising, events, and other avenues, this position is ideal for a creative, deadline-driven, collaborative, and organized storyteller who enjoys meeting new people and promoting the ways in which people connect to the natural world of Door County.

Key Area of Responsibility:

- Collaboratively formulate and execute a holistic strategic communications plan to raise awareness and support for Door County Land Trust. Ensure broad-level integration of the organization's conservation goals of land protection, land stewardship, and community engagement.
- Increase visibility and positive perception of the organization throughout the community by planning and implementing a strategic communications plan to serve all areas of the organization.
- Work collaboratively with staff and leadership to align public relations, donor relations strategies, and communications to support fundraising and capital campaign communications.
- Measure and report on the effectiveness of communications activities across a variety of channels and events. Implement a data-driven approach to improve engagement and results.
- Increase the capacity and the effectiveness of the communications department by coordinating and collaborating with fellow staff, skilled professionals, and volunteers.





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- Maintain an active and engaging digital presence for the organization by writing and publishing engaging, relevant content across website, blog, eNews, and social media content.

- Manage DCLT brand standards with consistency across all communications, including visuals, messages, tone, and purpose. Produce and manage inventory of stationery, letterhead, publications, and merchandise.

- Provide wayfinding and informational signage at nature preserves by designing and fabricating welcome kiosks, visitor information, and educational materials.

Key Skills Needed:

- **Project Planning:** Create a structure to plan for and manage a variety of projects simultaneously while meeting Door County Land Trust's strategic plan goals. Manage fellow staff and contractor output to meet publication schedules.

- **Writing:** Write, edit, design, and publish ongoing stories of the Land Trust in collaboration with and by recruiting and managing other writers including staff, volunteers, and contractors.

- **Graphic Design and Publishing:** Design and publish through a variety of channels including print, web, social media, video, etc. Oversee the printing and distribution of print materials.

- **Media Relations:** Develop and maintain relationships with media contacts to increase earned media and higher visibility.

- **Photo and Video Management:** Coordinate volunteer and professional photographers for various events and news release needs. Organize and maintain photo archive.

- **Events:** Help promote events for members, volunteers, and the general public. Produce communications materials for events such as invitations, signage, brochures, posters, etc. Assisting with event needs is expected of all staff.

Qualifications:

Even if you don't feel that you meet every single requirement, we still encourage you to apply. Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. We believe that all people are capable of great things, so we may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

- **Pursuit of Education:** Whether resulting in a degree or 3-5 years of equivalent work experience, demonstrated pursuit of relevant knowledge is needed. Any experience in





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communications, journalism, marketing, branding, or consulting, preferably in the field of land conservation will be considered. Experience in a non-profit setting is preferred.

- **Passion for Communicating Conservation:** A passion for the outdoors in general or for Door County. A knowledge of Door County or Midwest wildlife, habitats, lands, and waters is beneficial. Experience in a conservation related field is beneficial.

- **Superior Communication Skills:** Experience with writing, copyediting, graphic layout, and maintaining high standards for accuracy. The ability to write for a variety of purposes and audiences, including articles, engaging marketing materials, and social media content, is essential.

- **Prioritize Accuracy:** Strong organizational and analytical skills, high degree of focus, and attention to detail.

- **Genuine Desire to Collaborate in a Team Atmosphere:** Ability to work and collaborate with others, respect for all team members and ability to foster and maintain an enjoyable, rewarding, and productive workplace.

- **Self-motivation:** Proactive self-starter with drive and ability to maintain focus and work independently without direct supervision. Comfortable working independently on multiple projects simultaneously, strong organizational and time management skills, and a desire to network within the philanthropic community.

- **Technical Skills:** General office and computer skills are required. Adept with Adobe Creative Suite including Photoshop, InDesign, and Illustrator. Adept in graphic design for print and digital media. Adept in Meta Business Suite for managing Facebook Pages and Instagram. Adept in Microsoft 365. Proficiency in content management systems (WordPress), SEO, and Google Analytics desired. Some experience in filming, editing, and distributing digital media (photos and video) desired. Experience with Salesforce Non-Profit constituent donor database is a bonus.

- **Project Management:** Ability to successfully achieve overlapping goals and strategies, while prioritizing and meeting deadlines. Demonstrated experience in managing collaborative projects with multiple staff and board members preferred.

- **Success and Growth Oriented:** Ability to retrieve, analyze, and synthesize information to create relevant and engaging content. Interest and ability in seeking out the latest in relevant non-profit and communications trends and best practices. Interest and ability in seeking out new research, to learn, improve, and develop skills within the position. Ability to give and receive feedback effectively.

Supervision and Supervisory Responsibilities: The Communications Manager or Coordinator supervises and coordinates graphic and web design contractors, writers, photographers, printers, mail service coordinators, etc.; as well as project supervision of volunteers related to





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the implementation of events, activities, and communications as needed. This position will be supervised by the Director of Charitable Giving and collaborates with Membership, Outreach, and Land Team staff routinely.

Work Schedule: This is a full-time position, Monday-Friday. Occasional work required outside normal business hours. The Communications Staff/Lead member spends the majority of time in the office, with infrequent reporting in the field as needed. Approximately 70% of the position relates to communications work. 30% of the position encompasses a variety of related administrative, event, and fundraising support.

Essential Needs: Must be able to sit/stand at a computer and type for lengthy periods. Must be able to lift event and office supplies of 20 pounds or more.

Compensation: Annual pay commensurate with experience (\$50,000 - \$65,000). A successful candidate's position title, hourly wage, or annual salary will be based on a variety of factors, including the candidate's qualifications, specific skills, and experience. This full-time position offers competitive benefits: ten paid holidays, ten days of vacation during the first year of employment, nine days of paid sick leave, and one day of paid personal time; health, disability, and life insurance; and SIMPLE IRA match up to 3% after first year of employment.

Location: Door County Land Trust office in Sturgeon Bay, WI. After 3 months of employment, some remote work may be possible.

Application Requirements: Applications will be accepted through **October 4, 2024, or until the position is filled**. To apply, submit one document that includes your cover letter, resume, work samples, and contact information for at least two professional references, via our online portal, referencing "Communications Manager or Coordinator" at <https://www.doorcountylandtrust.org/careers/>

Work samples should include a variety of writing, graphic design, video, social media, or other assets highlighting your ability to lead or implement the responsibilities outlined above. Include at least one communications or marketing planning document you created. Links to cloud files or a website are acceptable. Submit application packet as a single PDF to careers@doorcountylandtrust.org. No phone inquiries.

Equal Opportunity Employer: Door County Land Trust is an Equal Opportunity Employer. All employees and applicants for employment are judged on their merits. The Land Trust is committed to providing an environment free of illegal discrimination of any kind, and does not base any employment decisions on race, color, national origin, sex, sexual orientation, gender identity or gender expression, religion, age, disability, military or veteran status, or any other protected category under federal and state laws.

