



**COMMUNICATIONS & OUTREACH MANAGER
JOB DESCRIPTION
MARCH 2023**

- LOCATION:** On-site in the Bear Yuba Land Trust (BYLT) office in Grass Valley, CA, with work-from-home flexibility. BYLT provides a fully functioning office, and while permitting hybrid work expects all staff to utilize the office at least multiple days per week.
- HOURS:** 30 hours per week, occasional nights and weekends required
- REPORTS TO:** Executive Director
- SALARY:** Non-exempt staff. Hiring target \$24 - \$28hr, depending on experience. Benefits include employee sponsored Silver PPO Anthem Blue Cross health care plan, technology stipend, generous vacation and paid time off, and 16 holidays per year.

POSITION & RESPONSIBILITIES SUMMARY

The Communications & Outreach Manager (COM) plays a leading role in identifying and implementing communications strategies that raise BYLT's profile and broaden our audience and member base. The CM is responsible for creating written content for newsletters, press releases, social media, website, general outreach, and reports. This position will lead planning and implementation of outreach and fundraising events throughout the year. The COM will manage the Community Engagement Manager.

DUTIES AND RESPONSIBILITIES TO INCLUDE BUT NOT LIMITED TO:

CONTENT CREATION AND MANAGEMENT

- Create and implement an annual Communication Plan for BYLT
- Lead the design, creative content, production and distribution of our monthly electronic newsletter "Field Notes" and tri-annual printed publication
- Maintain BYLT website
- Manage media outreach efforts by creating and submitting approved announcements and by creating and distributing media releases
- Work with Development Director on business/corporate sponsorship solicitation related to outreach and fundraising events
- Contributes to and oversees organization of BYLT's photo archive, as well as outreach and graphic files
- Oversee development of mission-based marketing content for e-blasts, social media, the website and direct mail campaigns

- Work with the Executive Director and Development Director to ensure on-brand, high quality and professional communications that have consistent branding and compelling messaging
- Work with the Executive Director and Development Director for effective donor relations, fundraising, and organizational materials utilizing donor centric writing

EVENT COORDINATION AND MANAGEMENT

- Oversees planning and event logistics for all BYLT outreach and fundraising events including; Community Rendezvous (March), Celebration of Trails (June), Open Spaces & Wild Places Gala (biennial in May), and the Conservation Awards & Gratitude Breakfast (November).
- COM will oversee Community Engagement Manager who will lead planning and implementation of In the Field events, NatureFest, and Volunteer events.
- COM will work closely with the Development Director on fundraising events
- Event coordination and management tasks include:
 - Program development
 - Partner coordination and community engagement
 - Event promotion and ticketing
 - Event logistics, staffing, volunteer management
 - Event merchandise
 - Attendee communications and customer service

GRAPHIC DESIGN

- Manages BYLT brand, logos, and style guides and ensures consistent use
- Leads design and production of appeals, event promotion, and merchandise. This includes working with design consultants.
- Leads design and production of interpretive and outreach materials, trail signs, displays, and kiosks. This includes working with design consultants.

MANAGEMENT

- COM will manage the Community Engagement Manager and oversee the implementation of the Volunteer Program

QUALIFICATIONS/REQUIRED SKILLS:

Successful candidates will thrive within a small nonprofit office environment and demonstrate a passion for BYLT's mission of conservation and outdoor recreation.

Top candidates will have the following personal qualities and professional capabilities:

- Solid writing and editing skills, graphic design, and experience developing public information materials; and marketing and promotion materials and messaging
- Experience producing complex events, including event planning, logistics, operations, management of venues, vendors, rentals, attendee communications, and community partnerships
- Skill in managing multiple projects simultaneously; the ability to organize tasks; identify resources to complete projects on deadline and budget; and of high, consistent quality
- Excellent computer proficiency, specifically Microsoft Office and Google.
- Photography and photo editing experience
- Experience updating website content (WordPress) and using databases, Salesforce, and

Mailchimp, Photoshop

- Experience organizing and implementing events for a wide variety of audiences both indoors and outdoors
- Excellent organizational, planning, time management, and critical thinking skills
- Strong work ethic with the ability to work collaboratively with a team as well as independently

To Apply: Please email info@bylt.org with your resume and a cover letter that describes how your experience meets the position's qualifications.

Deadline: Applications will be reviewed on a rolling basis, apply by April 3, 2023 for best consideration.

ORGANIZATIONAL PROFILE

Bear Yuba Land Trust (BYLT) has been a conservation leader in Nevada and Yuba Counties since 1990. To date, BYLT has protected over 23,000 acres of the region's natural open space, agricultural lands, forests, public trails, and watercourses and has built or maintained 45+ miles of local trails. BYLT actively works with a wide variety of local landowners, as well as local, state, and federal agencies and our local tribal leaders, to conserve important lands and build public trail systems which define and inform the region's core values, economy, and character. BYLT is a 501(c)(3) nonprofit organization accredited by the National Land Trust Accreditation Commission and dedicated to high ethical standards and practices for the fulfillment of its mission with the support of the BYLT Staff, Board of Directors, volunteers, and membership base.

Bear Yuba Land Trust is a family-friendly workplace dedicated to fostering a diverse, inclusive, and respectful environment for all employees. We prohibit unlawful discrimination against applicants and employees on the basis of race, color, religion, gender, gender identity, national origin, age, disability, socio-economic status, sexual orientation, or any other status protected by applicable federal, state, or local law.