



Outreach Coordinator

LOCATION: Skagit Land Trust's office is based in Mt Vernon, Skagit County, WA.

SALARY: \$48,000 - \$57,000 annually for fulltime employment.

SCHEDULE: 30 - 40 hours per week position. Generally, Monday-Friday with some weekend hours and occasional evenings. Some in-office work is preferred weekly, but a hybrid and flexible schedule is an option.

BENEFITS: Skagit Land Trust's benefits help employees craft a work/life balance as well as engage in on-going professional development. Key benefits include generous annual vacation days; paid holidays; annual family and medical leave days in addition to the WA Family Leave benefit; a 5% of salary retirement benefit; and a health insurance stipend that is correlated to silver plan costs in WA. We encourage staff to negotiate a work schedule that benefits the employee and Skagit Land Trust. Skagit Land Trust prioritizes professional development. Paid training opportunities, including exposure to the national land conservation network, are continuous.

REPORTS TO: Development & Outreach Director. This is a collaborative work environment with a highly supportive team of board, staff, volunteers and partners that you will work closely with.

POSTED: June 17th. Interviews will begin after July 17th. The anticipated start time for the position will be mid-August or the start of September.

ABOUT SKAGIT LAND TRUST

Skagit Land Trust (SLT) is a nationally accredited non-profit organization that conserves wildlife habitat, wetlands, agricultural and forest lands, scenic open space and shorelines for the benefit of our community and as a legacy for future generations, throughout Skagit County, WA. Our core values are sound ecosystems, sustainable stewardship, engaged volunteers, involved community, effective collaboration, and integrity. The Skagit area is renowned for its stunning natural lands and resources. Our conservation lands stretch from the islands of the Salish Sea through the Skagit and Samish watersheds to the edge of the North Cascades Mountains. Over more than 30 years, the Trust has protected 11,200 acres and 49 miles of shoreline directly and by assisting partners.

At Skagit Land Trust, we value diversity, equity, and inclusion and strive to create a positive team environment where all team members feel comfortable expressing their views and opinions. Our focus is on employee satisfaction, engagement, and fostering a culture of trust, respect, and inclusiveness.

POSITION DESCRIPTION

Skagit Land Trust is seeking a creative communicator to help us engage our community with conservation throughout Skagit County. The Outreach Coordinator will support member engagement and donor development to further our mission and grow public involvement in local efforts to protect land. You should have proven strong written and visual media skills and be able to craft inspiring stories in many mediums connected to the Trust's work. Being highly organized, and comfortable working alone and as a team to accomplish multiple projects is strongly desired.

RESPONSIBILITIES

- Coordinate and implement a communication plan to promote Skagit Land Trust's mission and engage members in our conservation community.
- Collaborate to create print and online content, including newsletters, marketing materials, fundraising messaging, videos, community presentations, and outreach to members.
- Manage the Trust's website, ensuring content remains up-to-date, engaging, and user-friendly.
- Provide grant writing support.
- Manage the Trust's photo library in Adobe Lightroom.
- Assist in developing, promoting, and executing Skagit Land Trust events including annual picnic, members meeting, tours of conserved land, and other community outreach.
- Coordinate the Trust's social media strategy across Facebook, Instagram, YouTube, and other platforms.
- Craft press releases and cultivate relationships with media outlets and community partners to maximize coverage and support of Skagit Land Trust's mission.
- Assist in website redesign and transition.

QUALIFICATIONS

- 2 years of experience developing and managing communications plans or outreach/marketing efforts for organizations. Work in the nonprofit or environmental industry a plus.
- Demonstrated ability to work accurately and effectively with email and social media marketing platforms for an organization. These include use of MailChimp or Constant Contact, social media sites (Facebook, Instagram, YouTube,), and website management (WordPress)
- 2 years of experience using graphics programs such as Adobe Suite (Photoshop, InDesign, Lightroom) and Canva to create stories and messaging for an organization.
- 2 years of experience writing and editing articles for online and print communications.
- Experience taking high quality photos and short video in the field to convey messages and stories, and editing content with Photoshop and Adobe Premiere
- Understanding of event planning and its management; experience in event planning a plus
- Strong self-motivation and the ability to work independently and as a contributing team member.
- Able to manage and prioritize many tasks simultaneously
- Proficiency in Microsoft office suite (Word, Excel, PowerPoint, Outlook) and general computer software
- Strong written, verbal, and interpersonal communication skills.
- A commitment to the Trust's Justice, Equity, Diversity, and Inclusion process to ensure that underserved communities are engaged and prioritized in the Trust's internal and external work
- Ability to work some evenings and weekends to assist with Trust events.

APPLICATION

To apply for the Outreach Coordinator position, please send your resume, cover letter, two writing examples, two video or social examples, and three references to admin@skagitlandtrust.org
Please state Outreach Coordinator Job Application, (name) in your email subject line

We look forward to reviewing your application and potentially welcoming you to the Skagit Land Trust team.