



the
**SAN JUAN
PRESERVATION
TRUST**

Director of Communications and Outreach

Location:	The Preservation Trust's main office is in Friday Harbor, WA, but the position may work remotely within the San Juan Island archipelago, with weekly in-person office visits.
Salary:	\$80,000 - \$95,000 annually, depending on experience and qualifications
Benefits:	Health insurance, 3% matching IRA contributions in next calendar year, 11 paid holidays, generous leave policies and other benefits
Hours:	Full-time, Exempt Employee
Reports To:	Executive Director
Deadline:	Applications accepted until position filled with first round of resumes reviewed on February 29, 2024. Ideal timeline has interviews in March 2024, with start date in April or May 2024.

THE OPPORTUNITY

The San Juan Preservation Trust (SJPT) seeks an experienced **Director of Communications and Outreach (DCO)** to join our senior leadership team as we embark on a new level of growth and expanding opportunities over the next five years and beyond. In response to increasingly critical threats to island ecosystems and growing local demand for private land conservation, we are poised to engage with a broadened audience and supporter base.

In addition to serving as a senior member of our collaborative leadership team, the DCO leads all aspects of external communications, digital and print marketing, and public education/community outreach activities. A successful DCO at the Preservation Trust will be a powerful storyteller with a strong command of written, verbal, and visual media. They will have a strong grasp and affinity for the SJPT brand voice and visual style, and will serve with discernment and zeal as the brand custodian as it evolves with the organization's membership. They will be a be an accomplished leader who has a strong

commitment to advancing justice and equity values, and who brings out the best in their team and fosters a supportive, motivating work environment.

If this sounds like you, we invite you to apply for the position of Director of Communications and Outreach.

ORGANIZATION PROFILE

The San Juan Preservation Trust (www.sjpt.org), founded in 1979, is a private, nonprofit, nationally accredited land trust dedicated to helping people and communities conserve land in the San Juan Archipelago of Washington State.

Together with our landowner partners and members/supporters, the Preservation Trust permanently protects more than 300 properties, 50 miles of shoreline, 25 miles of trails, and nearly 19,000 acres on 22 islands, including land now managed as public parks, nature preserves, wildlife habitat, and working farms and forests.

The Preservation Trust—a 501(c)(3) nonprofit organization—is governed by a volunteer Board of Directors and employs approximately 25 full- and part-time staff. Our headquarters are on San Juan Island, which is served by the Washington State Ferries system. Financial support comes from the charitable contributions of some 3,000 individuals, families, and private foundations.

Our **MISSION** is to:

- CONSERVE the natural beauty, vital ecosystems, and unique character of the San Juan Islands for future generations;
- CARE for the lands and waters under our protection, with our partners;
- CONNECT people to nature, to each other, and to the Preservation Trust.

Responsibilities

- **“Connect” oversight:** Lead SJPT’s efforts to advance the “third C” of its mission by overseeing a broad array of “Connect” strategies and programming.
- **Strategy:** Maintain an evolving strategic Communications, Outreach, and Education (CORE) plan that amplifies the critical importance of the Preservation Trust’s mission by supporting fundraising, member/donor engagement, K-12 and adult education programming, and other community outreach efforts.
- **Management:** Manage other members of SJPT’s CORE staff, which currently include an Education Specialist, Volunteer & Outreach Coordinator, and Curator/Interpretive Specialist.

- **Print Communications:** Lead the creation of content, design, and production of the Preservation Trust's print newsletter (the *Island Dispatch*), postcards, brochures, flyers, and other printed materials.
- **Digital Communications:** Lead the content-creation, design, and distribution of electronic communications, including email newsletters and other email-based marketing, the sjpt.org website, videos, and other digital media.
- **Website management:** With support from IT resources, ensure the uninterrupted function, maintenance, and updating of SJPT's website. Monitor Google Analytics metrics and pursue strategies for continuous growth of key metrics. Ensure that website updates requested by other staff members are performed in a timely manner.
- **Social Media:** Oversee development and implementation of a vibrant social media plan that builds upon SJPT's presence on Facebook, Instagram, YouTube, and other possible platforms.
- **Photo and Video Archives:** Oversee maintenance and expansion of archive of photos and video footage for communications and marketing purposes.
- **Outreach Events:** Oversee planning and execution of an annual schedule of events and activities that engage, delight, and inform diverse segments of the islands community. These include but are not limited to the Annual Meeting, member outings and field trips, public lectures, and naturalist-led field classes. Collaborate with Philanthropy staff on member/donor cultivation events as needed (e.g., Gann Society luncheons, Summer Socials, capital campaign events, etc.).
- **Brand Management:** Serve as the primary steward and guardian of the SJPT brand and voice by ensuring consistent adherence to our brand and editorial style guides.
- **Volunteer Program:** Supervise the Volunteer & Outreach Coordinator in developing and implementing a thriving SJPT Volunteer program that includes strategies for recruiting, retaining, and acknowledging volunteers.
- **Justice, Equity, Diversity, and Inclusion (JEDI):** With the Executive Director, lead SJPT's efforts to infuse JEDI principles into all our programs and operations. Serve as coordinator for SJPT's JEDI Working Group, which includes board and staff members.
- **Advocacy:** Serve as staff liaison with BOD's Advocacy Subcommittee, collaborating with the Land Trust Alliance, Washington Association of Land Trusts, and other partners to advocate for conservation policies and resources at the federal, state, and county levels.
- **Public Relations:** Respond to press inquiries, write articles and press releases, and consult with the Executive Director on issues that may require an organizational response.

Knowledge, Critical Skills and Expertise

- Advanced skills in writing, editing, and spoken communications
- Knowledge of common editorial standards and practices, such as the *AP Stylebook*
- Intermediate to advanced skills in using Microsoft Office suite and Adobe Creative Cloud apps (especially Photoshop, Premiere Pro, and InDesign)
- Familiarity with WordPress website management and use of content creation and editing tools
- Knowledge of Google Analytics, key performance indicators, and an understanding of strategies for continuous growth in website visitation and engagement
- A strong understanding of social media platforms and current best practices of social media marketing
- Intermediate to advanced skills in photography and videography
- Familiarity with email marketing platforms (such as Constant Contact) and strong ability to use authoring tools to create and distribute compelling, properly branded, visually attractive marketing emails
- Some familiarity with a nonprofit CRM platform such as Neon, Salesforce, DonorPerfect, etc., is advantageous

Core Qualifications

- A passion for conservation of the natural world and for fostering connections between people and nature
- Considerable experience in a communications field such as journalism, marketing, nonprofit community engagement, video/TV or radio writing and production
- Experience in the nonprofit world or a strong desire to work in a mission-driven, small-nonprofit environment
- Experience with managing a small staff of direct reports

Additional Qualifications

- Ability to work occasional evening and weekend hours as needed
- Experience working with volunteers
- Collegiality and ability to work collaboratively
- Strong work ethic and comfort with collaborative leadership

Location and Travel

The demands of this position require that the candidate reside on one of the four islands served by the Washington State Ferries system (San Juan, Orcas, Lopez, or Shaw) or

in the Anacortes, WA area. Remote work within this area negotiable and to be agreed upon in conjunction with the Executive Director. Regular, reliable ground transportation required for frequent local travel.

How to Apply

- Send resume and a cover letter via email to: jobs@sipt.org.
- In your cover letter, include links to two creative samples. At least one of these should be a writing sample; the second sample could be a video, an email newsletter, website or other digital media that you were primarily responsible for creating. Please provide brief background information about both samples.
- Also please tell us how you learned about this position.
- Applications accepted until position filled, with first round of resumes reviewed on February 29, 2024.

We recognize that conservation is best advanced by the leadership and contributions of people with diverse backgrounds, experiences, and identities. SJPT encourages individuals from all backgrounds to apply and join our engaged community that is committed to island conservation.

All qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. SJPT strives to live our value of respecting and welcoming diversity in all forms, which undoubtedly advances our mission to conserve land, care for land, and connect people with land.