



the
**SAN JUAN
PRESERVATION
TRUST**

Communications and Outreach Manager

- Location:** Friday Harbor, WA, with a hybrid work environment and weekly in-person visits to the San Juan archipelago service area.
- Salary:** **Annual starting salary of \$61,000 - \$67,000, depending on experience and qualifications**
- Benefits:**
- 100% employer covered medical/dental/vision plans or health stipend
 - 100% employer covered life insurance policy
 - 100% employer covered cell phone or cell plan stipend
 - 11 paid holidays/year with additional annual organizational wellness days
 - 12 paid sick days/year; paid vacation days accrued by longevity
 - Community service, professional development, and outdoor/field opportunities
 - Retirement plan with 3% matching contribution in second calendar year of service; additional retirement benefits in third calendar year of service
- Hours:** Full-time 40 hours per week, Non-Exempt Employee
- Reports To:** Director of Communications and Outreach
- Deadline:** Applications accepted until position is filled, with first round of resumes reviewed on February 3, 2025.

THE OPPORTUNITY

The San Juan Preservation Trust (SJPT) is seeking an experienced **Communications and Outreach Manager (COM)** to join our team as we embark on a new level of community engagement and membership expansion. Reporting to the Director of Communications and Outreach (DCO), the COM will play a key role in advancing the "third C" of our mission—"Connect"—by supporting a range of strategies and programming designed to engage and inspire a broadened audience and member base.

With an emphasis on grassroots storytelling and relationship building, the COM will oversee print and digital communications projects in collaboration with the DCO, support SJPT's social media growth, and help develop the membership journey and marketing strategy for the Preservation Trust's outreach events and volunteer programs.

A successful candidate will bring enthusiasm and a creative mindset, paired with advanced writing skills and tangible outreach experience. We're excited to find a professional who is passionate about land conservation and enjoys combining in-person community engagement with creative media production. We're looking for candidates that have a successful track record of developing nonprofit communications programs and growing their base of support in communities where they've previously worked.

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 over 20 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 26 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

- **Communications:**
 - Create written communications that capture the essence of SJPT's community-based land conservation through research and by soliciting content from internal and external sources.
 - Maintain high editorial standards, ensuring all content is clear, compelling, factually accurate, and inclusive for diverse audiences.
 - Assist Director of Communications and Outreach (DCO) with the content creation, design, and production of SJPT's annual print communications pieces, including postcards, newsletters, brochures, flyers, and other printed materials.
 - Regularly create and publish content to SJPT's social media platforms and participate in the expansion of the Preservation Trust's social media strategy.
 - Lead the production of email campaigns and website content, and manage review, testing, and distribution, including the monitoring and updating of segmented email lists.

- Ensure that automated workflows (e.g., welcome emails, form submission responses) are managed and personalized to drive engagement.
- In collaboration with the DCO, conceptualize, organize, and produce emotion-evoking photoshoots and videos to complement written communications.
- **Outreach:**
 - With other Communications/Outreach staff, plan and promote an annual schedule of SJPT events and outings that support our mission to connect people with land and the natural world.
 - Publicize events by posting information on the SJPT website, email, social media accounts, and other platforms to maximize reach.
 - Drive brand visibility projects by working across teams to develop a preserve signage program, brand merchandise, and other logoed materials.
 - With other Communications/Outreach staff, support work plans to recruit, retain, and acknowledge SJPT's corps of volunteers.
 - Assist with community event logistics and duties as assigned.
- Provide program assistance in other areas as needed.

Knowledge, Critical Skills and Expertise

- Advanced skills in writing and editing.
- Proficiency using Microsoft 365 (Outlook, Office, PowerPoint, and Excel) SharePoint, and Teams.
- Familiarity with WordPress website management and use of content creation tools.
- Experience with event promotion, planning, and logistics.
- A strong understanding of current best practices in social media marketing, with a proven ability to grow nonprofit social media accounts and engage audiences through strategic content creation.
- Familiarity with email marketing platforms (such as Constant Contact) and an understanding of authoring tools used to create and distribute compelling and on-brand marketing emails.
- Experience designing brand collateral using Adobe Creative Cloud apps (Photoshop and/or InDesign).
- Intermediate skills in photography with proficiency using mirrorless camera systems and image processing software such as Adobe Lightroom; video production and editing skills are a plus.
- Some familiarity with a nonprofit CRM system such as Neon, Salesforce, DonorPerfect, etc., is advantageous.

Core Qualifications

- A demonstrated career progression within a communications-related field, such as marketing, journalism, nonprofit community engagement, or media production
- A passion for conservation of the natural world and for fostering connections between people and nature
- Experience in the nonprofit sector or a strong desire to work in a mission-driven, nonprofit environment

Other Qualifications

- Ability to work occasional evening and weekend hours as needed
- Experience working with volunteers
- Collegiality and ability to work collaboratively
- Able to adapt to and identify with the people and cultures of the San Juan Islands

Location and Travel

This position requires the candidate to reside on one of the four islands served by the Washington State Ferries system (San Juan, Orcas, Lopez, or Shaw) or within reasonable distance to Anacortes, WA. Regular, in-person visits to the San Juan Islands will be required to meet the outreach needs of the role. Reliable ground transportation is necessary for local travel.

How to Apply

- Send resume, cover letter addressing why storytelling is important for mission-based work, and how you learned about the position via email to: jobs@sjpt.org.
- In your application, please also include a writing sample in PDF format. Examples could include a blog post, newsletter, piece of journalism, or other content that you were primarily responsible for writing. Please provide brief background information about the sample. If your sample includes multiple pages or accompanying files, please merge them into one PDF document.

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.