



Communications Coordinator Job Description

Position: Communications Coordinator

Posted: July 23, 2020

Position Type: Full-time

Reporting: Chief Advancement Officer

Base Salary: \$38,000

Location: Charleston, SC (Remote from Home)

Application Instructions:

To apply, please email a cover letter and resume in one PDF to:

Helen Rogers, Director of Operations

hrogers@lowcountrylandtrust.org

POSITION SUMMARY

In light of COVID-19, we are operating in a remote working situation indefinitely. Interviews for this position will be conducted remotely/virtually.

Lowcountry Land Trust ("LLT") seeks a Communications Coordinator who will assist in telling the story of our organization, providing a consistent brand voice and messaging across all LLT communication channels, and ensuring the overall integrity of the LLT brand. They will manage the use of digital platforms, including the LLT website, social media, e-newsletters, and email marketing. Reporting to the Chief Advancement Officer, the Communications Coordinator is responsible for content strategy and creation of social media and website content, email campaigns, and all print and digital collateral. The Communications Coordinator will have strong aesthetic instincts for design and an exceptional eye for detail; a keen understanding of major social media platforms and their distinct uses is required.

RESPONSIBILITIES

- Collaborate with the Chief Advancement Officer to develop and implement an annual strategic communications plan that will elevate the LLT Brand and increase funding and impact for the organization
- Serve as Lowcountry Land Trust's brand manager, including assisting in the development and refinement of brand voice, core messages and brand guidelines

- Under the supervision of the Chief Advancement Officer, develop, execute, monitor, and refine marketing strategies to support the achievement of overall LLT communications and marketing goals
- Create and execute LLT's overall editorial calendar
- With the Chief Advancement Officer, serve as an internal marketing resource, including collaborating with each department to determine their specific communication needs and developing and executing communication strategies and materials to deepen impact and support with LLT donors, landowners, business partners, and other constituents
- Collaborate with the Corporate Partnerships and Special Events Manager to develop and implement targeted strategies for event marketing
- Collaborate with the Corporate Partnerships and Special Events Manager to develop and implement targeted strategies for corporate partner brand activation
- Create and/or collaborate on the development of written communications, including social media and blog posts, press releases, newsletters, fundraising appeals, and other marketing copy
- Create print and digital collateral to support LLT Advancement goals and strategies, including event signage and promotional materials, newsletters and annual reports, and direct marketing pieces
- Serve as the editor-in-chief and content strategist of the LLT website and work with both external vendors and staff to create and edit content
- Manage LLT's corporate identity package and order materials as needed
- Manage consultants and vendors as necessary, including writers, photographers, videographers, graphic designers, and printing and mailing contractors

QUALIFICATIONS

Required:

- Bachelor's degree in Communications, Marketing, Design or a related field from an accredited institution of higher education.
- One to two years of communications experience that includes graphic design, digital engagement, branding and fundraising or event marketing
- Must have excellent written and verbal communication skills
- Excellent leadership, collaboration, time management, organizational, communication and interpersonal skills
- Proficiency in organizing and prioritizing tasks in a fast-paced environment
- Familiarity with G Suite and Microsoft Office
- Experience with Canva, InDesign and Photoshop a plus
- Experience with content management systems a plus

REMOTE WORK REQUIREMENTS

- Phone (mobile or landline)
- Reliable internet
- Printer (if needed)
- LLT will provide the following:
 - Laptop, mouse, keyboard, monitor
 - Desk and chair (if needed)
 - Office supplies (paper, pens, organizers, stapler, etc.)

BENEFITS

Insurance

- Health Insurance - 100% Employer Paid for Employee
- Dental Insurance – 100% Employer Paid for Employee
- Life Insurance (\$10,000)
- Long Term Disability

Financial & Retirement

- 403(b) – 5% Match and Fully Vested

Family & Parenting

- Maternity & Paternity Leave
- Remote Work/Work from Home Day(s)
- Flexible Hours

Paid Time Off

- Unlimited vacation and sick days
- 11 Paid Holidays
- Flexible Summer Schedule

Perks

- Pet Friendly Workplace
- Mobile Phone Reimbursement (\$20 per month)
- Health & Wellness Positive Environment

Lowcountry Land Trust is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.