



Tug Hill Tomorrow Land Trust

Position: Communications and Marketing Director



Reporting to:

Executive Director

Background:

Tug Hill Tomorrow Land Trust (THTLT) is a regional, private, nonprofit organization founded in 1990 by a group of Tug Hill residents, and incorporated as an independent, nonprofit 501(c)3 organization in 1991. Tug Hill Tomorrow Land Trusts serves the portions of Jefferson, Lewis, Oneida, and Oswego counties that fall within the boundaries of the Tug Hill region in northern New York State. Tug Hill Tomorrow Land Trust was formed for two purposes:

- To help increase awareness and appreciation of the Tug Hill region through educational efforts; and
- To help retain the forest, farm, recreation and wild lands of the region through voluntary, private land protection efforts.

Supervises:

Contractors, technical advisors, interns and volunteers as needed.

Essential Functions:

The Communications and Marketing Director will be responsible for the successful promotion of all Tug Hill Tomorrow Land Trust programs, outreach events and communication strategies as a community-based organization. This is a part-time position, but may be transitioned to a full-time salaried position if funding allows. Reports to the Executive Director. Tasks include, but are not limited to:

- Annual Communication and Development Plan: In conjunction with ED and committee responsible for the development of a comprehensive Communication and Development Plan, with associated work plans for different components, to position THTLT for greater organizational effectiveness and fundraising success. Implements the Annual Communication and Development Plan.
- Fundraising and donor cultivation. Working with executive director and staff to create THTLT's two appeals, preparation of newsletters, postcards and the Annual Report. Works with executive director and Outreach and Development committee on the strategy behind all appeals and fundraising mailings.
 - Ensures a strong Culture of Appreciation for the organization.
 - Oversees the upgrade and maintenance of the organizational database. Processes mail and on-line donations and prepares donor acknowledgements. Works with executive director and office manager to verify contributions and deposits.
 - Processes orders made through shop page, phone and mail orders. Inputs into database and prepares for mailing.
 - Works closely with the Outreach and Development Committee and E.D. to develop specific strategies for growing THTLT's membership program, long-term donor and major donors. Ensures strong and timely donor appreciation related to receipt and cultivation of gifts.
- Business and corporate cultivation. Works to develop relationships with businesses and corporations to increase program and event support. Help secure general business support as well as targeted sponsorship.
- Publications: Development, preparation, layout and distribution of newsletters, annual report, post cards, brochures, annual Tug Hill calendar and other publications.

- Annual Tug Hill Calendar Contest: Coordinates all components of the calendar contest, recruits local photographers, works with O&D Committee to secure sponsorship funding, and designs calendar in InDesign.
- Electronic Communications: Responsible for the design, feel and management of all electronic communications for the organization (e-news, social media, website, e-invitations, video, online fundraising). This does not include staff emails. Must maintain current knowledge of industry standards to ensure that THTLT is professionally current and effective.
- Media Relations: Cultivate, secure, and coordinate media coverage for all THTLT programs, draft all press releases.
- Work with Community Programs Manager to help prepare outreach materials for events and programs.
- Coordinate distribution of brochures and sale of THTLT related items.
- Handles confidential information with grace; adheres to related organizational policies.
- Develops systems to increase organizational effectiveness and efficiency.
- Other duties, as assigned by the Executive Director.

Professional Qualifications:

- BA/BS in related field.
- Strong writing, communication and fundraising experience for a small or mid-sized nonprofit. Design and graphic skills required.
- Proficiency with computer programs and graphic design software, including Microsoft Office Suite, InDesign, Publisher, PowerPoint, and Excel required.
- Demonstrated desire to learn and apply new concepts quickly.
- Ability to multi-task and provide strategic decision making in a team setting. Must be able to work under pressure with good humor and grace.
- A commitment to rural people, working landscapes, and serving the greater public interest via conservation is a must. Demonstrated ability to listen to farmers, landowners, community members and partners and to devise responsive, thoughtful, solutions to funding, programmatic, and communication/fundraising needs.

Personal Characteristics:

Candidate must possess excellent communication and people skills, be outgoing and a self-starter, and perform as a team player. Attention to detail and ability to organize and manage diverse and multiple activities, set priorities, and remain flexible under pressure. Knowledge of Tug Hill region and experience with rural communities are desirable. Ability to travel throughout the region, and occasionally within/outside of New York State. Some weekend and evening work is required. Must provide current driver's license and own vehicle.

Additional Information:

Salary: Hourly salary (\$16 - \$20/hr), benefits (simple IRA) up to two weeks paid vacation.

Administrative support: Very limited. The individual in this position must be prepared to handle his/her own correspondence, filing, and record keeping.

Location: THTLT's office in Watertown, New York at the Zoo New York at Thompson Park.

To Apply:

Applications are due by December 14, 2020, but will be reviewed as received. Applications (which will not be reviewed without a cover letter describing your interest and qualifications, your resume (in Word or PDF Cformat), and three references) should be sent to lgarrett@tughilltomorrow.org, or Tug Hill Tomorrow Land Trust, P.O. Box 6063, Watertown, NY 13601. In order to expedite the internal sorting and reviewing process, please write your name (Last, First-Application) as the only contents in the subject line of your e-mail.

**More information about Tug Hill Tomorrow Land Trust may be found at
<http://www.tughilltomorrowlandtrust.org>.**