



Director of Marketing and Media Relations Position Announcement

Job Title: Director of Marketing and Media Relations
Reports To: Executive Director
Status: Exempt
Last Revision: January 2022

Want to help our local communities adapt to the changing climate? Ready to roll up your sleeves and help grow support for land protection, biodiversity and environmental justice? Ready to strengthen our resilience to wildfire and drought? Want to be part of a talented, deeply committed and national award-winning conservation organization? Then please read on!

Sonoma Land Trust (SLT) seeks an innovative and passionate Director of Marketing and Media Relations with a proven track record of creating dynamic and engaging marketing strategies for mission-driven organizations. Join our dedicated team of conservation practitioners and help us navigate the complex landscape of earned, owned and paid media to build support for conservation in Sonoma County and beyond.

The Land Trust serves a diverse audience with broad cultural heritages, socioeconomic backgrounds, genders and orientations. We encourage applications from candidates who reflect and value the audiences and populations we serve.

Overview

The Director of Marketing and Media Relations, in collaboration with the Executive Director and department directors, develops and implements an integrated strategy for Sonoma Land Trust marketing, media and other communications, to engage Sonoma County's diverse communities around our mission of conservation. Using the full array of print, broadcast and online platforms, the Director proactively works with staff, board and especially the Director of Philanthropy to produce compelling and targeted messaging about how land conservation is crucial to securing a thriving, healthy future in a changing world impacted by climate change.

The Director will bring a sophisticated understanding of how to synthesize and share complex information in engaging and inspiring ways. They will understand how different demographics consume the variety of media platforms available and ensure that we make the best use of them to connect with the community. They will foster an inclusive and equity informed approach to expand audiences to reflect the demographic composition of the county in ways that resonate with and reflect each audience's specific concerns and values around the environment. They will forge a culture of learning and adaptation for their department as media markets evolve, and they will anticipate and advise on the range of day-to-day outreach challenges and needs. The Director of Marketing and Media Relations works together with the leadership team and participates in setting the strategic and operational direction of the organization.

Primary Responsibilities

The Director of Marketing and Media Relations leads all marketing and communications functions across the organization and collaborates with department and program managers, project staff and consultants in three areas:

Marketing Strategy, Vision and Leadership

- Create key messages and platform strategies that help all Land Trust staff, board and volunteers share the importance of conservation in Sonoma County effectively and consistently.
- With the Philanthropy Team and Board Development Committee, create and implement up-to-date marketing strategies and plans designed to motivate giving and engagement and expand the constituency and support for SLT's climate-smart conservation programs and priorities.
- Develop culturally sensitive and relevant marketing and media strategies and the appropriate platforms to foster and enhance meaningful relationships with diverse audiences.
- Proactively identify inspiring stories about our work and the most effective ways to share them.
- Anticipate and/or identify communications challenges and emerging issues faced by the organization and propose appropriate solutions.
- Oversee the continued evolution and integrity of SLT's marketing and media programs and branding.

Communications Operations

- Lead the overall design, theme, focus and production of social media communications, website, electronic and print publications including the Impact Report, semi-annual newsletters, monthly e-newsletter, special briefings, press releases and others.
- Engage, cultivate and manage media relationships to ensure coverage surrounding Sonoma Land Trust acquisitions, programs, events, announcements and other projects.
- Support the preparation of communications strategies and materials for public events and provide guidance for staff producing other external communications materials.
- Manage the day-to-day activities of the communications department, including budgeting, planning and staff development.
- Cultivate and maintain collaborative relationships with communications staff and other key personnel of allied organizations and agencies.
- Stay informed of developments in the fields of communications, public relations, marketing and media technology so that the Land Trust can effectively deploy up-to-date methodologies and tools to transmit conservation messages.
- Lead the development, review and approval of all Sonoma Land Trust communications prior to release.
- Ensure consistently implemented brand standards for style, design, messaging and tone.
- Manage email lists and segmentation for electronic communications efforts, currently hosted on iContact.
- Produce reports on communication efforts and share with appropriate stakeholders.

Team Development/Management

- Hire, train and manage Sonoma Land Trust's communications staff to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Manage relationships with marketing and media-associated contractors and vendors.

Essential Qualifications

- Bachelor's degree with successful leadership experience in marketing and communications across all platforms, **OR** at least 5 years' experience in planning and managing a successful marketing (especially online) and/or media relations and/or strategic communications program, preferably in the mid- to large-size non-profit sector.
- Demonstrated success in developing marketing/media programs that effectively reach and build new and diverse audiences.
- Demonstrated skill in proactively building media contacts and successfully positioning stories to achieve high-impact placements.
- Excellent writing and editing skills for publication.
- Experience overseeing the design and production of print and electronic materials and publications.
- Excellent judgment with demonstrated managerial, organizational and creative problem-solving skills.
- A passion for conservation and environmental issues.

Preferred Skills and Experience

- Demonstrated success in developing strategies that grow both the audience for and understanding of a non-profit's mission and goals.
- Successful track record of collaboration with non-profit fundraising and program teams.
- Innovative thinker, with a track record for translating conservation work into compelling stories.
- Experience with bilingual communications, ideally in Spanish and English.
- Organizational effectiveness – ability to influence and engage direct and indirect reports, peers and the board of directors.
- Demonstrated track record as someone who thrives on managing a variety of key initiatives concurrently.
- Experience in mentoring and coaching peers in marketing and communications skills.
- Experience developing communications for specific demographic audiences, such as the Latinx community.
- Spoken and/or written Spanish language skills helpful for some aspects of our communications projects.

About Sonoma Land Trust

Sonoma Land Trust works in alliance with nature to conserve and restore the integrity of the land with a focus on climate resiliency. The organization is also committed to ensuring more equitable access to the outdoors. Since 1976, the non-profit Land Trust has protected more than 58,000 acres of scenic, natural, agricultural and open land for future generations. Sonoma Land Trust was the recipient of the 2019 Land Trust Alliance Award of Excellence and is accredited by the Land Trust Accreditation Commission. The Land Trust has also been named one of the Best Places to Work by the North Bay Business Journal. For more information, please visit www.sonomalandtrust.org.

We are passionate about building and sustaining an inclusive and equitable working environment that is representative of the communities we serve. We know that having varied perspectives leads to better outcomes to solve the complex problems of conservation, climate change and environmental justice in Sonoma County.

Schedule, Salary & Benefits

Position is 40 hours per week. Salary starting at \$100,000 and is commensurate with experience. Benefits include generous employer contributions to medical, dental and vision insurance plans.

Employer contribution to retirement plan after 1 year of service. Paid time off includes 15 paid holidays, paid vacation based on tenure and personal and parental leave in accordance with SLT policies and procedures.

To apply please email your resume and cover letter to staffing@sonomalandtrust.org.

Sonoma Land Trust is an Equal Opportunity Employer

We strive to create a diverse and inclusive organization and encourage applicants from all cultures, races, colors, religions, national or regional origins, sexes, ages, disability status, sexual orientations, gender identities, military or veteran status or other status protected by law.
