



Wallowa Land Trust

Position Announcement: Communications & Outreach Coordinator

Location: Enterprise, Oregon

Hours: Full-time, Monday - Friday with occasional evenings and weekends

Status: Exempt

Supervisor: Executive Director

Starting Compensation: \$30,000 - \$35,000 DOE

Benefits: health insurance, dental insurance, retirement, paid time off

Deadline: open until filled

About Wallowa Land Trust:

Wallowa Land Trust is a 501(c)3 nonprofit organization based in Enterprise, Oregon. Formed in 2004, our mission is to protect the rural nature of the Wallowa Country by working cooperatively with private landowners, Indian tribes, local communities and governmental entities to conserve land. We are nationally accredited and use voluntary, non-regulatory tools to conserve natural areas, wildlife habitat and working lands in Wallowa County for present and future generations.

To date, we have permanently protected 3,042 acres through nine projects, including:

- Three working family farms;
- Riparian areas along the Lostine and Wallowa Rivers;
- A traditional Nez Perce encampment; and,
- Native grasslands, forests and farms on the Moraines of Wallowa Lake.

Wallowa Land Trust is committed to creating an inclusive environment. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status. We welcome diverse backgrounds, perspectives and voices. We are an equal opportunity employer and do not discriminate.

Position Overview:

The Communications and Outreach Coordinator will lead Wallowa Land Trust's efforts to connect with diverse audiences throughout NE Oregon and beyond, leveraging the state-level communications work being undertaken by the Coalition of Oregon Land Trusts (COLT). The Coordinator will work closely with the Executive Director (and COLT) to develop and implement

Working cooperatively with local landowners to protect the rural nature of the Wallowa Country

strategies that will help build audience, public image and community support for Wallowa Land Trust's mission.

The ideal candidate will have an educational and professional background that demonstrates effective advocacy, campaign and communication skills. Proven experience leveraging social media, persuasive speaking, writing, visual media, earned media, and data driven targeting to engage and inspire action is critical. This is an excellent position for a candidate interested in protecting natural areas, wildlife habitat and working lands in a small, rural community in NE Oregon.

Duties & Responsibilities:

- Develop and execute a Communications Plan that will build support for Wallowa Land Trust's mission as well as activate the next generation of Wallowa County land conservation advocates.
- Work closely with the Coalition of Oregon Land Trusts to tailor the statewide communications initiative to Wallowa Land Trust's unique rural environment and needs.
- Develop an online tool/database for members of the public to access resources, knowledge and information that supports sustainable agriculture, ecologically-friendly land management practices and climate change resiliency.
- Research and assist in planning, developing, and supporting new strategic outreach and engagement efforts, including outreach to the disbursed descendants of the Nez Perce Wallowa Band, as well as the Nez Perce Tribe, Confederated Tribes of the Umatilla Indian Reservation and Confederated Tribes of the Colville Reservation.
- Engage our membership and the local community through the drafting, editing and distribution of publications, press releases, earned media, advertising and social media.
- Create a social media strategy with objectives, promotional plans and engagement tactics. This includes tracking, reporting and evaluation of social media posts/content and use of analytics of social media.
- Manage content and updates on website.
- Develop positive relationships with local and regional media, increasing coverage of our work and events. Monitor media and participate in rapid response when necessary.
- Plan, promote and organize events (ie: summer outings, stewardship events, annual picnic, benefit concert, educational events, and more).
- Implement and manage systems for the successful recruitment, orientation, retention of volunteers.
- Create and/or direct design of posters, brochures, flyers, fact sheets, and other print and online materials.
- Edit and/or create multi-media online content to educate and motivate.
- Create, present and assist with public presentations as needed.

Desirable Behaviors, Competencies and Skills:

- Professional, flexible and reliable.
- Humor, humility and a commitment to diversity, equity and inclusion.
- Open, curious attitude that welcomes life-long learning.

Working cooperatively with local landowners to protect the rural nature of the Wallowa Country

- Ability to navigate and appreciate the varied and diverse interests that influence conservation efforts in a rural community.
- Knowledge of land trusts, conservation easements and land protection efforts.
- Demonstrated success in working as a member of a team and developing effective working relationships with staff, volunteers, and the public.
- Outstanding communication skills, both oral and written for online and traditional venues.
- Knowledge of a wide spectrum of social media platforms and reporting.
- Ability to manage multiple projects and timelines with a positive attitude, flexibility and attention to detail.
- Strong initiative and enthusiasm and willingness to pitch in whenever needed.

Qualifications:

- Bachelor's degree in communications, environmental studies, journalism, social marketing, political science, or related field, or three-year's relevant work experience.
- Experience with planning, organizing and hosting both small and large-scale events.
- Experience in planning and executing successful advertising or advocacy strategies through social media platforms such as Facebook, Twitter, LinkedIn, Instagram and email marketing solutions like VerticalResponse.
- Proficiency with Microsoft Office.
- Familiarity with Wordpress, Adobe Creative Suite essentials (i.e.: Photoshop, InDesign), DonorPerfect, Arc GIS, Google Ad Words, Google Analytics, HTML5/ AdobeAnimate CC, Hootsuite and Vertical Response a plus.
- Valid driver's license.

Working Environment:

Our office is located in downtown Enterprise, Oregon. We have an engaged board of directors with three staff members (two full-time and one part-time.) We are a fun, passionate group dedicated to protecting our corner of NE Oregon. We encourage personal development and support opportunities for continuing education.

This position requires sitting or standing at a desk, using a computer and talking on the phone with occasional travel, hiking and participating in events and outdoor activities. In addition, applicants should be able to lift up to 30 pounds and work in various outdoor environmental conditions.

ADA Statement:

Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.

To Apply:

Please email a PDF cover letter, resume and work sample to info@wallowalandtrust.org with "Outreach & Communications Coordinator" in the subject line. Position open until filled.

Working cooperatively with local landowners to protect the rural nature of the Wallowa Country