



Job Description

Job Title:	Content Manager
Salary:	\$43,000-\$53,000
Location:	Vancouver Office
Reports To:	Communications Manager
Appl. Deadline:	Applications are being reviewed as received and we will begin reviewing applicants starting July 18, 2018

Columbia Land Trust is seeking a **Content Manager** to join its dynamic team.

Columbia Land Trust is an equal opportunity employer and is [committed to equity](#) as a core organizational value. Applicants should be able to demonstrate a commitment to diversity, equity, and inclusion. People of color are strongly encouraged to apply.

Based in **Columbia Land Trust's Vancouver office**, the **Content Manager's** primary responsibility is to craft and share stories that inspire people to act on behalf of the remarkable lands, waters, and wildlife of the Pacific Northwest. Through web content, social media, emails, newsletters, short films, outreach events, and other avenues, the content manager helps raise awareness and grow support for the Land Trust's mission. This position is ideal for a creative, driven, collaborative, and organized storyteller who enjoys meeting new people, experiencing new places, and describing the ways in which people connect to the natural world around them. The content manager position blends office time with reporting in the field, whether it be interviewing cranberry farmers in coastal Washington, filming in the forests of Mount St. Helens, or visiting the homes of Backyard Habitat Certification Program participants in the Portland metro area.

Essential Duties:

- Executes strategic communications plan alongside communications manager to raise awareness and support for Columbia Land Trust. Ensures broad-level integration of the organization's conservation agenda goals, including land protection, land stewardship, and community engagement.
 - Produces monthly Moss e-newsletter using MailChimp. Works in collaboration with land protection, stewardship, Backyard Habitat program, and fundraising staff to identify newsworthy stories, topics, and other content.
 - Manages production schedule and story selection for three *Fieldbook* newsletter issues per year, in addition to an annual report. Writes, edits, and directs art in collaboration with communications manager. Tracks annual publication budget.
 - Copyedits and reviews external communications and fundraising materials, including direct mail campaigns, e-appeals, event-related material, invitations, and website copy to ensure consistent branding, voice, grammar, and style.
 - Maintains editorial calendar, schedules social media content, and ensures engagement and following across multiple platforms.
 - Designs various outreach, event, and fundraising materials both for print and digital use with Adobe Creative Suite. Works with printers and mail houses on production.
 - Manages website content, general updates, news, and archives. Mediates and distributes inquiries sent from the website's 'contact us' form.
 - Assists with production of annual short film in support of fundraising efforts. Some field travel to photograph, collect video, and edit in-house media when needed.
 - Collaborates with fundraising and communications staff to plan annual fundraising campaigns, day raisers, (Giving Tuesday and Give More 24!), and other initiatives. Provides creative input and direction.
 - Maintains communications records including photo library, historical copies of outgoing communications (newsletters, invitations, emails, videos, earned media, press clippings, etc.) Manages advancement department inventory and orders merchandise as needed.
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Supervisory Responsibilities:

- This position supervises seasonal communications interns and coordinate volunteers, including volunteer photographers as needed.

Qualifications:

- Three to five years of experience in communications, journalism, marketing, branding, or related field. Candidates are invited to demonstrate professional and related life experience.
- Experience engaging personal and institutional diversity, equity, and inclusion.
- Experience with graphic design for both print and digital media.
- Experience collaborating with team members, colleagues across departments, and contractors.
- Must possess strong verbal and written communications skills, have experience with copyediting, and maintaining high standards for accuracy.
- Effective communication skills (including presentation, persuasion, and negotiation) required for working with colleagues, stakeholders, and contractors.
- Experience with Microsoft Office Suite.
- Adept with various design applications, including Adobe Creative Suite (Photoshop, InDesign and Illustrator).
- Experience with WordPress content management, SEO, and Google Analytics desired.
- Some experience in filming, editing, and sharing visual media (photos and video) desired.
- Familiarity with HTML and CSS is desired to aid in website maintenance, and experience with Raiser's Edge constituent database is considered a plus.

Salary and Benefits:

Columbia Land Trust offers a competitive salary, comprehensive benefits package, and a supportive and positive work environment. The Land Trust benefits package includes a generous paid vacation, holidays, and sick leave. Columbia Land Trust pays 100% of health and dental insurance for full time employees; voluntary benefits include a Section 125 - FSA and long-term disability. We also offer a match (up to 5% of annual salary) to our 401 (K) retirement plan. Employees are encouraged to bring well-behaved dogs to work. Healthy, happy staff who feel they can bring their best selves to their work are critical to our shared success.

Application Instructions:

For consideration, please email your resume, list of potential references, and a cover letter with relevant experience to jobs@columbialandtrust.org. Include "content manager" in the subject line. The position is open until filled. Applications will be reviewed starting on July 18, 2018.

About Columbia Land Trust

Columbia Land Trust is dedicated to conserving and caring for the lands, waters, and wildlife of the Columbia River region through sound science and strong relationships. In its first 28 years, Columbia Land Trust has permanently conserved more than 43,000 acres, an area equivalent to eight of Portland's Forest Parks, and has restored thousands of acres for the benefit of both wildlife and local communities. Today, the Land Trust is nationally recognized as a leader in conservation.

Columbia Land Trust recently embarked on a 25-year plan to conserve the lower Columbia's most important places by blending rigorous science and community partnerships. This conservation agenda outlines objectives for protecting and restoring wildlife habitat and natural resources across five varied regions, from the wetlands and old-growth forests of the Coast Range and Estuaries to the sagebrush-steppe of the Columbia Plateau and everywhere in between. Core to the conservation agenda is a commitment to supporting [a more inclusive and equitable conservation movement](#), arriving at common ground conservation solutions. Together, we are ensuring a future that is thriving, prosperous, and nature-rich. For more information, visit our website at columbialandtrust.org.
