

Communications Specialist

Landmark Conservancy's Communications Specialist will provide expertise and coordination in the content development of digital and print materials collaboratively across teams.

The ideal candidate will be

- A skilled storyteller and question-asker.
- Creative and branding oriented.
- Able to distill technical information into readily understandable text and imagery.

Position Summary

Ongoing Key Roles:

- Develop a communications plan based on Landmarks' mission and goals as outlined in the strategic plan.
- Develop compelling case to support organizational fundraising needs.
- Bring innovative communications and outreach ideas to the table for consideration to ensure that Landmark keeps abreast of new creative and technological options.
- Develop and manage implementation of yearly editorial/publicity calendar.

Print and Digital Materials:

- Working collaboratively with other staff members, produce all communications materials including the editing and design of all publications (newsletters, impact report), brochures, press releases and informational materials. Create content for print materials including but not limited to brochures, reports, event invitations and signage including trail interpretive signage.
- Oversee creation of materials that effectively communicate Landmark's mission, vision, programs, and projects.
- Generate stories for newsletter communications, press announcements, and project updates, integrating new information with digital platforms (website and social media).
- Execute basic website updates (WordPress platform) and work with outside developer on new pages and larger updates.
- Lead or oversee project management of video creation. Larger projects may utilize an outside consultant.
- Ensure materials consistently align with Landmark's brand.

Marketing:

- Develop and manage implementation of yearly editorial/publicity calendar.
- Evaluate advertising opportunities in priority areas of our region.
- In coordination with Community Outreach Coordinator, utilize social media to promote Landmark's work and elevate our reach.
- Develop strategies for tracking engagement and maximizing our in Constant Contact, Google Analytics, and Meta Platforms.

Grant Writing:

- Participate in cross-team drafting of grant proposals and reports.

Media Relations:

- Build relationships with mission partners to identify and execute communications opportunities that expand engagement with Landmarks mission and programs.
- Create and disseminate press releases to media.

Qualifications:

- A minimum of two years marketing / communication experience with an understanding of Wisconsin's ecology and geology.
- Strong graphic design skills with proficient use of Adobe Creative Suite (InDesign, Illustration, and Photoshop).
- Ability to manage multiple duties and priorities.
- Outstanding copywriting/editing skills with attention to detail and accuracy.
- Outstanding written and verbal communication skills.
- Excellent organizational, prioritization, problem-solving, multi-tasking, and decision-making skills.
- Ability to work independently and collaboratively.
- Ability to give and receive constructive feedback.
- Experience with WordPress.
- Commitment to an inclusive workplace culture.
- Associate or bachelor's degree in a related field.
- Experience working at a nonprofit.
- Experience with photography, videography, video editing, art direction.
- Experience with Google Workspace and Microsoft Office Suite.