

Siskiyou Land Trust  
July 2018

## **Membership and Outreach Coordinator**

**Title:** Membership and Outreach Coordinator

**Supervisor:** Executive Director

**Office Location:** Mt. Shasta, CA

**Salary:** part time, hourly employee. Pay range \$15-\$18/hr DOE

**Hours:** 12-16 hours per week

**Application Deadline:** Open until filled.

Position open until filled.

**Start Date:** 1 September 2018.

The Siskiyou Land Trust is seeking a part-time Membership and Outreach Coordinator. The Membership and Outreach Coordinator works closely with the Executive Director to craft the message and image of Siskiyou Land Trust. Core duties include the coordination of communications, membership, and events, as well as various outreach activities. Some of these tasks occur annually or quarterly while others are ongoing. This position requires considerable organization, interpersonal and communication skills, as well as initiative and creativity.

Goals of the positions are related to growing membership connections and donations. Annual priorities will be set by the Executive Director, from which an annual work plan will be created. The position will help foster an appreciation for Land Trust work through a commitment to donor/reader centered communications (print and visual) to inspire and engage supporters. Position involves outreach and cultivation of land trust supporters through a team based approach to fundraising and donor engagement. The position requires regular office hours, with a set schedule, as well as some evening and weekend meetings/event attendance.

### **PRIMARY RESPONSIBILITIES:**

Priority tasks are [highlighted in blue](#)

#### **Membership Program Coordination 35%**

*Weekly and ongoing tasks:*

- [Manage and maintain membership database \(1 hr/week\)](#)
- [Generate and send thank you and gift acknowledgement letters \(weekly, 1-2 hrs/week\)](#)
- Track monthly donor program, provide monthly report to ED (monthly)
- Complete and distribute membership renewal letters (ongoing, 2 hrs/month)

*Monthly and quarterly tasks:*

- Conduct special appeals campaigns (2-3 x per year, under direction of ED)
- Manage marketing/outreach commitment follow through to Business Sponsors (ongoing 1 hr/month)
- Participate in Land Trust events to connect with members (as needed, 2-3 x year)
- Track and input volunteer hours (quarterly)

- Build volunteer contact list

### **Membership Outreach 25%**

*Weekly and ongoing tasks:*

- Create weekly Facebook posts (1 hr x week)
- Create SLT Instagram account, create and execute weekly posts (low priority)

*Monthly and quarterly tasks:*

- Create quarterly enews outreach to monthly donors (4 x year)
- Write, design and send monthly enewsletter (2-4 hours per month)
- Post event information to social outlets and websites (2-4 x year)
- Grow SLT email list through expanded outreach (quarterly projects)
- Assist in creating Annual meeting event and materials (1 x year, 2.5 month timeline)

### **Communications Assets Creation 25%**

- Write press releases (1 x month, 2 hours per month)
- Work with ED on annual report creation and printing (1 x year, 2.5 month timeline)
- Work with ED on fall newsletter report and printing (1 x year, 2.5 month timeline)
- Write and post quarterly updates to SLT website
- Compile SLT digital photo library (ongoing)

### **Learning Landscapes coordination: 5%**

- Coordinate SLT garden use (1-2 hrs/month)
- Write and edit grants to support the program (as needed)
- Collect lands use information from teachers (during school year)

### **Administrative Assistance: 5%**

- Collect mail twice weekly (< 1 hr/week)
- Collect voice mails, send to appropriate staff/board (< 1 hr/week)
- Manage mail SLT general email account, reply as needed (< 1 hr/week)
- Manage and order office supplies (< 1 hr/month)

### **Other 5%**

- On occasion, attend board meetings
- Other tasks as assigned

### **EDUCATION AND EXPERIENCE REQUIREMENTS:**

- Bachelor's degree in communications, graphic design or other applicable field
- At least one year relevant work experience, preferably at a non-profit organization
- Experience in marketing, communications, and social media

### **KNOWLEDGE, SKILLS AND ABILITY:**

- Proven oral and written communication skills
- Ability to work independently with little direction
- Preferred skills include computer proficiency in MS Office, Photoshop, Indesign, Wordpress, and platforms such as Facebook, Instagram, Canva, etc
- Highly organized and able to manage multiple projects simultaneously, establish priorities and meet project deadlines
- Willingness to stay up to date with technology and enhance skills through professional development and training
- Willingness to take on assignments as needed to help SLT meet its goals

### **QUALIFICATIONS**

- Valid driver's license
- Availability for occasional evenings and weekends

**Application: Please send cover letter, resume and two professional references to: [sltfriendraising@gmail.com](mailto:sltfriendraising@gmail.com) with the Subject line titled, "*Membership and Outreach Coordinator*". If you have writing/design samples, please include up to three.**

Electronic application is preferred. **No phone calls please.** You may also send your application to: P.O. Box 183, Mt. Shasta, CA 96067