

NEW MEXICO LAND CONSERVANCY

Conserving Land. Preserving Heritage.

Communications & Development Manager

Posted: March 22, 2023. Applications will be accepted and reviewed on a rolling basis; position open until filled.

Join Our Team

The New Mexico Land Conservancy (NMLC) is a non-profit land trust organization, based in Santa Fe, New Mexico, dedicated to preserving New Mexico's land heritage by helping people conserve the lands they love. NMLC is one of the leaders in land conservation in the Southwest and, since 2002, has protected over 672,000 acres. NMLC's long-term goal is to protect, directly or in partnership with others, one million acres of high conservation-value lands throughout the southwestern region, with a specific emphasis on significant wildlife habitat, productive agricultural lands, water and other natural resources, cultural and historic sites, scenic open space and recreational lands at community, watershed and landscape scales.

NMLC achieves its conservation goals by: 1) using conservation easements and other voluntary land protection methods that respect both land and private property rights; 2) educating landowners, other organizations, public policy makers and the general public about land conservation; and 3) promoting policy and legislation to further voluntary land conservation and enhance related benefits for private landowners.

NMLC is dedicated to the highest quality work and operates as a learning organization with a work culture based on consensus, collaboration and teamwork. NMLC offers competitive compensation, excellent benefits, a flexible work environment and professional development opportunities. NMLC is currently staffed by an Executive Director, a Southern New Mexico Program Manager, a Stewardship Manager, a Conservation Specialist, and an Accounting & Office Manager; and is governed by a volunteer Board of Directors. The workplace is a historic hacienda ranch in the middle of a picturesque 260-acre preserve.

The Position Scope

NMLC is seeking a talented, friendly, results-oriented individual to manage its communications and outreach efforts and to support organizational development activities under the direction of the Executive Director, such as donor relations and grant writing/administration. Position requires an ability to interact with and communicate NMLC's mission, goals and accomplishments to a wide range of audiences. This position reports to the Executive Director and currently supervises no staff. The position may supervise an associate or an intern in the future. The Communications & Development Manager must be able to work effectively with the Board, staff, volunteers, consultants,

contractors, landowners, donors, and the general public. The position will be based out of our main office. Now in its 20th year, the organization is at an interesting stage of its development which may result, at some point, in an opportunity to participate in a fresh rebrand of the organization and creative diversification of its income portfolio.

The primary functions and responsibilities of the Communications Manager position are:

Communications and Outreach (70%)

- Working collaboratively with staff, produce all communications materials including editing and designing all publications (magazines, newsletters, annual report), brochures, press releases and informational materials. Proficiency with Adobe Suite InDesign and Photoshop preferred; Illustrator, Lightroom and Premiere Pro a plus.
- Maintain the WordPress-based website, produce regular content blogs and e-bulletins (Mail Chimp or similar), and manage social media on multiple platforms.
- Reorganize and manage the photo library and create new content.
- Work with Executive Director to develop a communications plan based on NMLC's mission and strategic plan.
- Plan, coordinate, participate in and provide support for outreach events, both at the main campus and on the road.
- Identify and enhance relationships with external constituents including landowners and supporters, government entities, elected officials and the media.
- Quickly develop the capacity to understand our mission and goals, the way we work and our constituents, to become an effective spokesperson for the organization.

Development (25%)

- Maintain and expand relationships with donors and potential donors.
- Find, pursue, and manage grant and donor opportunities in coordination with the Executive Director.
- Contribute to the planning, development, implementation, and evaluation of fundraising efforts, including annual and capital campaigns.
- Research, write and help manage grant proposals and reports, donor solicitations and campaign materials (e.g., annual and capital campaigns); and communication and correspondence related to fundraising activities.
- Maintain, manage and improve donor database(s) to track contributions, produce timely and targeted donor acknowledgement letters, create reports as appropriate, keep track of staff and Board development efforts, and track, coordinate and implement next steps. Currently using Neon but will reevaluate upon hiring position.

General (5%)

- Support development of annual operating plans, particularly those parts relating to communications, outreach, and development.

- Support NMLC’s accreditation renewal, with a particular emphasis on communications, outreach and development, in accordance with the Land Trust Alliance’s Standards and Practices.
- Assist with coordination of quarterly Board meetings; take and timely finalize comprehensive minutes; serve as lead staff member for the Board’s development activities as needed and delegated by the Executive Director.
- Support other organizational activities as needed.

Qualifications, Skills, and Knowledge

- Excellent oral and written communication and people skills.
- Bachelor’s degree (graduate degree preferred) in related field (communications, public relations, marketing/development). At least 3 years of relevant experience preferred.
- Familiarity with New Mexico and the conservation field is preferred, and a sensitivity to the people you are communicating with including diverse stakeholders, is required.
- Excellent computer skills including proficiency in Microsoft Office Suite, Adobe Suite, WordPress, and donor database software. In-Design and Photoshop experience preferred, and Illustrator, Lightroom and Premiere Pro is a plus.
- Working knowledge of various social media platforms and how to efficiently coordinate them.
- Demonstrated ability to plan and organize events is preferred.
- Experience with annual and/or capital fundraising campaigns is a plus.
- Photographic skills and ability to shoot and edit short, informal videos from the field is preferred.
- Willingness to travel and occasionally use personal vehicle if company vehicle is unavailable, in the performance of work-related activities – travel expenses will be reimbursed.
- Self-motivated with excellent organizational skills.
- Able work in a fast-paced environment to meet established goals and deadlines.
- Committed to the organization’s mission and ability to maintain strong, positive, collegial working relationships with staff, Board, donors, landowners, the media, government, and professional service providers.
- Willingness to contribute to maintaining an ethical, smooth, and efficient working environment with staff, Board and others. A sense of humor is appreciated even if it is not that good.

Benefits of the Position

- This is a full-time, office-based position, with occasional evening and weekend hours.
- Starting compensation: \$65,000-\$75,000, commensurate with experience and track record. Open to discussing additional compensation package for funds raised above certain annual threshold.
- Starts at three weeks annual leave plus designated holidays.

- Group health insurance plan, including vision and dental.
- Eligibility to participate in organization's retirement plan after one year of service.
- Working with a fun and dedicated group of people for an incredibly worthy cause in a unique, beautiful, and diverse part of the country.
- NMLC is an equal opportunity employer and provides a smoke-free, drug-free workplace.

How to Apply

Please email IN A SINGLE PDF, letter of interest, current résumé, three references, one PDF example of a recent professional communication material you produced, one PDF example of a recent professional fundraising material you produced, and one PDF example of a recent professional social media post you produced. Email must include in SUBJECT LINE: "Communications & Development Manager position".

To: admin@nmlandconservancy.org

No phone calls will be taken regarding this job announcement. Candidates will be notified regarding the status of their applications. For further information about the organization, please visit NMLC's website: www.nmlandconservancy.org.