

# CAPITAL REGION LAND CONSERVANCY



*Protecting the Places and Land You Love*

## **Job Opportunity - Community Engagement Manager**

Posted: November 6, 2023

Capital Region Land Conservancy (CRLC) is the only non-profit land trust dedicated to protecting the land and water resources of the Richmond region. CRLC is hiring for a Community Engagement Manager position to assist with programs, communications, and outreach efforts to grow and maintain CRLC's community of supporters, volunteers, landowners, and constituents in the Richmond Region. The Manager will be responsible for planning and facilitating in-person and virtual events, drafting electronic and print communications, maintaining databases, and supporting fundraising. The Community Engagement Manager reports to the Executive Director and works closely with CRLC staff and Board Members.

Full-time position (40 hours per week), in-person at CRLC's office in downtown Richmond, Virginia.

### Areas of Responsibility

#### Programs and Outreach (50%)

- Plan and facilitate outreach events to engage a diverse range of community members in conservation efforts, advocacy campaigns and fundraising – includes guided hikes, volunteer activities, educational webinars, annual celebration, festivals, farmers markets, civic meetings.
- Recruit and manage volunteers to support land stewardship activities and organizational needs
- Develop and maintain strategic partnerships with peer nonprofits, agencies and civic groups within the Richmond Region to advance CRLC's mission
- Assist with field visits to existing and prospective conservation easements as needed

#### Communications (40%)

- Manage CRLC's social media presence on Facebook, Instagram and Twitter; Develop goals to increase engagement on social media.
- Maintain and write content for CRLC's website in Wordpress, email communications through MailChimp, coordinate the bi-annual newsletter.
- Design promotional materials for events, fliers, invitations, campaigns, fundraising, etc.
- Craft periodic press releases related to current conservation projects or important conservation news under the guidance of the Executive Director.
- Periodically update static and online Geographic Information System (GIS) maps and layers using ArcGIS Pro and ArcGIS Online, for use in communications and outreach.

#### Administration (10%)

- Through the Advancement Committee, coordinate Board Member involvement in CRLC events, communications, and outreach planning.
- Manage CRLC records and documents related to communications both in hardcopy and digitally

- Support mailing of donor appeal letters and gift acknowledgement letters
- Maintain constituent database in Blackbaud's eTapestry

#### Requirements of the Position

- Passion for protecting natural and cultural land and water resources
- Enthusiastic, self-motivated and able to work independently as well as possess the ability to collaborate and interact with supporters, board members, volunteers, and staff
- Excellent writing skills, and oral and written communication and presentation skills to frame a compelling case statement for support
- Strong attention to detail, with the ability to manage multiple projects and organize various events with short- and long- lead schedules, prioritize work and meet deadlines
- Experience with nonprofit social media and knowledge of social media trends
- Donor database management, website management, and email marketing
- Experience/proficiency using eTapestry, Wordpress, Adobe Illustrator or Canva, MailChimp and Microsoft Office (or similar platforms)
- Ability to build and maintain strong partnership across sectors in the Richmond Region
- Flexibility to work occasional nights and weekends and travel to meetings and events

#### Preferred skills

Knowledge of land and water resource conservation

Experience with issue-based campaigns

Geographic Information Systems (GIS) / mapping experience

Bachelor's degree and work experience in related field

#### Compensation and Benefits

Salary range for most candidates is \$21-25 per hour, depending on experience. Full-time employees receive 10 days paid time off annually and 10 paid holidays. CRLC employees may opt into CRLC's health insurance plan so that premiums are paid pre-tax. A Simple IRA with a 3% match by CRLC is available after two years of employment with CRLC.

#### To Apply

If you think you would be a good fit for this position, please apply! Send a cover letter, resume, writing sample, and two references to [executivedirector@capitalregionland.org](mailto:executivedirector@capitalregionland.org) **Deadline to apply is December 1, 2023.**

Interviews with qualified candidates will begin the week of December 4, 2023.

Position is open until filled.

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CRLC provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

CRLC reserves the right to change or modify this job posting at any time without notice or obligation to any party.