



Communications & Marketing Manager

Frenchman Bay Conservancy (FBC) is growing and seeking a new team member for an exciting new position! FBC is looking for an enthusiastic, creative and resourceful Communications & Marketing Manager to oversee all internal and external communications, marketing and branding work, and FBC's website and social media platforms at the direction of the Deputy Director of Operations & Advancement. This position requires the highest standards in project and contractor management, writing and editing, and graphic design. The Communications & Marketing Manager is a member of FBC's Advancement team and works closely with the Community Outreach & Partnerships Manager, the Membership Coordinator, and Business & Development Manager. This is a 40 hour per week, salaried position, and reports to the Deputy Director of Operations & Advancement. This is a hybrid position that works out of the Frenchman Bay Conservancy office at our Tidal Falls Preserve in Hancock and remotely.

FBC is a 38-year-old nonprofit land trust with a mission to conserve distinctive ecosystems and landscapes for the benefit of all, from the Union River and Frenchman Bay watersheds east to the Hancock county line. FBC has conserved nearly 20,000 acres of land in 12 Hancock County towns and townships through conservation easements and ownership, and maintains 40 miles of trails freely open to the public. We maintain a supportive and flexible office environment, and we are enthusiastic about our land conservation mission.

FBC is accredited through the Land Trust Accreditation Commission. We abide by strict standards and practices and board-approved policies that govern all aspects of our work, including record keeping, and contact with landowners and donors. These layers of accountability provide helpful structure for the organization and its staff, and also require a high standard of professional ethic by all staff for ongoing compliance.

FBC's Communications & Marketing Manager's primary responsibilities include:

The responsibilities of this position are significantly integrated with other FBC staff in the areas of development (including the production of development materials, and the coordination of message and brand for both fundraising and engagement purposes), communication to members and volunteers (including capitalizing on opportunities to build support for land protection, stewardship, and outdoor education), social media engagement, and brand management.

- Develop and execute FBC's annual marketing and communications strategy under the direction of the Deputy Director;
- Ensure consistency with FBC's brand across all media and platforms;
- Coordinate FBC staff and outside contractors to develop, write, design, and produce monthly e-newsletters, bi-annual print or digital newsletters, annual report, membership and business mailings, event engagement and advertising, social media, press releases, fundraising materials, and other media campaigns and materials as needed;

- Respond to media inquiries, issue press releases and pitch stories to local and statewide media; and build relationships with local journalists;
- Connect with people who share our passion for this region by maintaining a visually appealing and informative website as a venue for engagement;
- Manage the Communications budget and ensure resources are allocated effectively;
- Work collaboratively with staff, members of FBC's board of directors and community partners.

Required Qualifications:

- 3 years or more of experience in a comparable role, with progressively higher levels of responsibility;
- Intermediate to advanced graphic design skills, including experience designing materials for print and web viewing, including fundraising appeal packets, mailers, social media graphics, and magazine layouts;
- Experience managing digital communications, including social media, and reporting on key metrics;
- Website management and Search Engine Optimization experience;
- Understanding of photography and video editing;
- Content creation, including strong writing skills and experience with press releases, publications, fundraising appeals and grants, and nonprofit storytelling;
- Demonstrated experience managing contractors and the ability to manage project timelines;
- Strong attention to detail, exceptional organizational skills, assertive creativity, and ability to lead and coordinate team projects as needed;
- A passion for the people and places in Downeast Maine

Preferred Qualifications:

- Experience with Adobe Creative Cloud Pro, Lightroom, and Canva;
- Familiarity with Hancock County communities and land trusts;
- Experience with nonprofit fundraising or institutional advancement.

FBC offers competitive benefits, paid time off, a flexible and creative work environment, professional development support, and compensation of \$58,500 - \$62,000 for the right, well-qualified candidate. References and writing and design samples will be sought from candidates who advance to a final interview. To apply, please email a cover letter and resume as PDF files to Abigail Hanson, Business & Development Coordinator, at abigail@frenchmanbay.org by September 29, 2025.

Frenchman Bay Conservancy is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, gender identity, national origin, disability, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.