



## **Director of Communications and Community Engagement**

The Director of Communications and Community Engagement oversees all internal and external communications, marketing and branding work, and engagement of key constituencies including the media, current and prospective donors, board members, and other volunteers. This position requires the highest standards in project and contractor management, writing and editing, and judgement and discretion regarding engagement with numerous audiences.

Frenchman Bay Conservancy is an accomplished land trust with high ambitions for greater land conservation. We have conserved over 10,000 acres of land through fee ownership and conservation easement over the past 35 years. We plan to triple our land protection pace over the next three years.

FBC is an accredited 501(c)(3) nonprofit in Hancock, Maine. We have active land conservation, stewardship, and outdoor education programs. Our mission is to conserve distinctive ecosystems, lands and waters in the Union River and Frenchman Bay watersheds east to the Hancock County line.

We are looking for a self-motivated team player whose energy and enthusiasm for conservation will move people to participate in conservation of the Union River, Frenchman Bay, and Schoodic regions. The ideal candidate will engage diverse constituencies within Frenchman Bay Conservancy in fun, creative, and meaningful ways. He/she/they will also learn and grow on the job, and be a strong, positive voice for the conservation of our environment.

This is a full-time, salaried 40 hours per week position. Events in the evenings or weekends require time outside normal work hours. This position works out of the Frenchman Bay Conservancy office at our Tidal Falls Preserve in Hancock, Maine with some flexibility to work remotely part of the time. The position reports to the Executive Director.

### **Required qualifications**

- At least five years of experience in a comparable role, with progressively higher levels of responsibility;
- A passion for land conservation, strong attention to detail, exceptional organizational skills, assertive creativity, and ability to lead and coordinate team projects;
- Demonstrated experience managing contractors;
- Strong writing skills and experience with grant writing, press releases, publications, fundraising appeals and nonprofit storytelling.

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### Preferred qualifications

- Experience with designing materials for print and web viewing, including fundraising appeal packets, mailers, social media graphics, and magazine layout;
- Proficiency with social media management;
- An understanding of Search Engine Optimization;
- Experience with photography and videography;
- Familiarity with Hancock County communities and land trusts;
- Experience with nonprofit fundraising or institutional advancement.

### Primary responsibilities

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), and events management (including coordination with board members to achieve stated goals and objectives).

- Develop and implement FBC's annual marketing and communications plan;
- Ensure consistency with FBC's brand across all media and platforms;
- Coordinate FBC staff and outside contractor roles 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;
- Connect with people who share our passion for this region by maintaining a visually appealing and informative website as a venue for engagement;
- Administer merchandise sales managed by a third party vendor;
- Serve as the staff liaison to the board of directors Outreach and Events committee to develop and implement event programming;
- Administer community engagement events and programs including annual meeting, guided hikes, Monday Music concert series, self-guided programs, and hiking challenges;
- Engage area businesses, institutions, and organizations through community partnerships, joint programming, and sponsorship;
- Grow our volunteer network and strengthen volunteer connections with FBC;
- Apply for foundation grants and steward grantmaker relationships.

## **Frenchman Bay Conservancy**

This is a salaried position with benefits, including employer contributions to a retirement plan. Salary range is anticipated to be \$50,000 to \$55,000. To apply, please send your resume with a cover letter to: [info@frenchmanbay.org](mailto:info@frenchmanbay.org).