Communications Coordinator
Job Description

Position Summary

The Communications Coordinator is responsible for coordinating efforts in marketing, public relations, and membership for NICHES Land Trust. This is a full-time position with a starting salary of $42,000.

In cooperation with the Development Director, the Communications Coordinator will assist with the creation of promotional materials that build and develop NICHES' brand identity. The position is also responsible for participating in the planning and implementation of marketing and outreach efforts. The Communications Coordinator confidently and enthusiastically promotes NICHES Land Trust to the public. This position reports to the Development Director.

Location: Lafayette, Indiana; Onsite at NICHES headquarters at Clegg Memorial Gardens*
**Team members must be able to travel across NICHES' service area for meetings, events, and other occasional work duties.*

Benefits: NICHES provides paid vacation and paid sick time. NICHES employees are eligible for a health insurance plan, and the organization matches up to 3% contribution to a simple IRA.

Position Duties

Communication Planning & Implementation (50%)

- Develop and implement a communications plan in cooperation with the Development Director
- Identify and report on metrics and monitor progress for communications activities including website, newsletters, earned media, social media, outreach events, and marketing materials
- Create content for digital communications, including press releases, articles, blog posts, and other content for social media.
- Serve as the project manager and lead content editor for *The Sprout* printed quarterly newsletter and *The Acorn* monthly e-newsletter.

Marketing & Design (25%)

- Manage NICHES' website, email campaigns, and social media channels, including producing content and interacting with users
- Create promotional graphics for events, fundraising campaigns, and digital and print communications.
- Work with the Development Director to build NICHES' membership base through strategic outreach, fostering retention through donor-focused service and communications
- Coordinate the design of promotional materials like brochures, newsletters, and presentations for print and digital channels
- Assist the Volunteer & Outreach Coordinator with the promotion of events and volunteer opportunities

Public & Media Relations (10%)

- Generate media coverage by building relationships with members of the media, actively seeking media coverage opportunities, and arranging interviews with appropriate staff
- Work with the Development Director to create pitches and press releases for NICHES initiatives
- Represent NICHES at various public outreach meetings and forums, including giving presentations

Donor/Member Engagement (10%)

- Assist the Development Director with the creation of donor communications, including donor acknowledgements, reports, and online giving campaigns
- Develop marketing materials and events to promote NICHES membership program
- Manage CRM database, online donation forms, and event registration forms
- Help plan and promote the Annual Meeting, Birthday Celebration, and Black Rock Society Dinner

Professional Development and Other (5%)

- Seek and participate in opportunities that grow and enhance understanding and skills of

Communications Coordinator position

- Develop/enhance understanding of NICHES work and strategies to allow for informed conversations about the organization
- Partner with stakeholders in our service area to elevate conservation efforts regionally
- Maintain the organization's archive of design files and images

Desired Skills and Qualifications

- Bachelor's degree *or* at least two years' professional experience in communications, marketing, project management, or related fields
- Excellent written and verbal communication skills
- Familiarity and proficiency with Adobe Creative Cloud software (especially Photoshop and InDesign), WordPress or other CMS platform, MailChimp, social media platforms, Microsoft Office Suite
- Experience with Raiser's Edge or other CRM a plus, but not required
- Graphic design skills sufficient to implement established brand and create simple print and digital designs
- Knowledge of fundraising software, preferably Blackbaud's Raiser's Edge, and other support tools
- Interest and ability to learn about the plants, wildlife, and natural features of NICHES properties
- Valid driver's license and demonstrated safe driving record
- Self-motivated worker with initiative and the drive to generate and act on creative new ideas
- Strong organizational skills and attention to detail; ability to manage multiple priorities, meet goals and deadlines

How to Apply

Qualified applicants should email a letter of interest, resume, and references to NICHES Development Director Ann Fields Monical, ann@nicheslandtrust.org, using the subject line "Communications Coordinator." Applications will be considered on a rolling basis.

Equal Opportunity

NICHES Land Trust is an equal opportunity employer and does not discriminate on the basis of race, religion, sex, sexual orientation, gender identity, gender expression, family or parental status, national origin, age, veteran status, disability status, or any other status protected by law.

About NICHES Land Trust

NICHES Land Trust works to fulfill its mission to protect, restore and sustain Northern Indiana's ecosystems by providing habitat for native species and offering natural places for the education, appreciation, and enjoyment of current and future generations.

Since 1995, NICHES has been revitalizing and preserving the environment through the acquisition and management of natural areas in its 13-county service region. Today, the nonprofit organization manages over 4,800 acres of forest, savanna, prairie, and wetlands– all of which are open to the public for free.

Learn more at nicheslandtrust.org.