



Communications Manager

Job Description

Position: Communications Manager

Location: Bishop, CA: Office with opportunities for local remote work arrangements

Salary: \$65,000 - 70,000 per year

Are you passionate about making a difference and sharing stories that inspire? Eastern Sierra Land Trust (ESLT), a nationally accredited organization based in the stunning Eastern Sierra, is looking for a dynamic Communications Manager to help shape our voice and engage with our diverse community of supporters.

POSITION SUMMARY:

Eastern Sierra Land Trust (ESLT) is seeking a Communications Manager to join our team based in Bishop, California. The position will build membership, increase organizational visibility, promote fundraising efforts and increase community engagement. They will work closely with the ESLT team to lead the organization's communication with our donors and the public through newsletters (hard copy and digital), social media, website updates and media outreach. They will work with the Development and Marketing Director on fundraising campaigns and messaging to ensure consistent donor communications. This position is full-time and non-exempt with accrued benefits. ESLT provides a fully equipped office and allows hybrid work, but expects all staff to work from the office at least three days per week.

KEY RESPONSIBILITIES:

- Work with direct supervisor to develop, execute and monitor an annual work plan.
- Manage and coordinate all communications activities in support of ESLT's mission and goals.
- Create compelling on-brand, high-quality and professional messaging to engage ESLT's diverse constituents in alignment with ESLT's Strategic Plan.
- Work with the Executive Director and the Development and Marketing Director to develop effective marketing and communications assets supporting donor relations and fundraising opportunities.

- Plan, develop, and publish engaging content for various digital and print platforms, including ESLT's website, social media platforms, and newsletters for, but not limited to, event promotion, fundraising, and communicating ESLT's impact to diverse audiences.
- Oversee team of consultants supporting and not limited to the following: graphic design, photography and video assets, web performance, and media relations, ensuring deliverables align with organizational priorities.
- Manage ESLT's email newsletter campaigns, including content creation, segmentation, and list management.
- Collaborate with staff on the design, production and distribution of outreach and education materials, ensuring compliance with ESLT's brand guidelines.
- Manage media outreach efforts by drafting and distributing media releases, and maintaining and growing ESLT's media distribution list.
- Engage and work directly with staff to ensure communications reflect current programming.
- Monitor, evaluate, and report on communications KPIs on a regular basis.
- Work with the Development and Marketing Director to modify tactics and strategy as needed to enhance the impact and efficacy of communications.
- Manage graphic documents, images, and all digital files.
- Provide additional support for outreach and fundraising events as needed.

DESIRED SKILLS and COMPETENCIES:

- Proven experience developing and implementing successful communication and engagement strategies in a nonprofit or relevant industry setting.
- Demonstrated expertise in creating engaging and high-quality content across various media platforms.
- Ability to respectfully collaborate with staff and partners to develop and share relevant communication materials.
- Ability to manage time and workload, including ability to identify and execute priority needs.
- Knowledge of ESLT's mission and programs and of the Eastern Sierra.
- Ability to manage multiple projects simultaneously, effectively organize tasks, and deliver high-quality results on time and within budget.
- Experience with WordPress, Adobe Creative Cloud, InDesign, Photoshop, Lightroom, Canva, and Constant Contact.
- Excellent proficiency with Dropbox and Google Workspace.
- Skilled in writing and editing content that aligns with brand voice and standards, and familiarity with AP Style guidelines.
- Familiarity with Meta Ads Manager and Google Analytics.
- Graphic design and website management experience.
- Keen attention to detail and desire to learn.
- Ability to work both collaboratively and independently, and with diverse audiences.
- Ability to work some evenings and weekends in support of ESLT events.
- Valid California Driver's license.

ABOUT ESLT

Founded in 2001, ESLT works to protect vital lands in the Eastern Sierra region for their scenic, agricultural, natural, recreational, historical, and watershed values. Through partnerships with forward thinking landowners, governmental agencies, and our community, ESLT has permanently protected over 23,000 acres of our region's most valuable resources. ESLT supports a healthy balance of land values and uses—from ranching to biking, wildlife habitats to traditional cultural practices—that can be sustained into the future, thereby ensuring a strong local economy and healthy environment for generations to come.

ESLT is committed to creating a diverse organizational environment and is proud to be an equal opportunity employer. All applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

WORKING CONDITIONS

ESLT provides a fully functioning office in Bishop, CA where all equipment and supplies are made available. ESLT does permit hybrid (in-office and remote) work options with adherence to established organizational policies. Some weekend and evening work and travel is required.

COMPENSATION & BENEFITS:

The Communications Manager position is full-time and exempt with an annual salary of \$65,000 - \$70,000 per year plus benefits.

You will be entitled to vacation and sick pay on an accrual basis. Full-time employees accrue vacation at a monthly rate commensurate with their length of employment and on a monthly basis, the initial vacation leave benefit is 10 days per year, accrued at 6.67 hours per month. All employees accrue sick leave at the rate of ten days each year. ESLT offers 12 paid holidays annually.

ESLT offers full-time employees, those who work an average of 30 hours per week, with medical, dental and vision insurance. You will become eligible to enroll in ESLT's SIMPLE IRA. You will immediately be eligible for legally mandated benefits such as Workers Compensation Insurance and California Disability Insurance. Opportunities for training and career advancement available as annual budget permits.

TO APPLY

Send a cover letter, resume, and two content samples to info@eslt.org with Communications Manager in the subject line. Please submit one content sample showcasing your writing skills (i.e. blog post, email newsletter, social media copy) and one highlighting your graphic design abilities. The interview process will also include a brief content development assignment.

No phone calls, please. Applications without a cover letter and content samples will not be reviewed. Successful candidates will be notified. Position will be open until filled.