



COMMUNICATIONS AND DESIGN MANAGER

About CCALT

For more than 27 years, the Colorado Cattlemen's Agricultural Land Trust (CCALT) has created innovative conservation solutions for Colorado's working lands. It is our mission to *conserve Colorado's western heritage and working landscapes for the benefit of future generations*. Our work has permanently conserved almost 725,000 acres of open space, natural habitat, and productive agricultural land across the state. This is an organization that embraces change and leads the industry in the development of innovative programs and strategic partnerships that will increase the effectiveness of this work.

Summary of Position:

The Communications and Design Manager will expand CCALT's ability to deliver conservation outcomes for the people of Colorado. Personal and professional growth is both encouraged and demanded. We are looking for someone who is willing to improve existing programs, develop new tools, challenge the status quo, and work cooperatively with our team to grow our presence and relevance throughout Colorado. This position requires an individual who has the capability to work independently with initiative, motivation, and flexibility. It also demands an ability to manage a workload with multiple, often competing, priorities and deadlines.

CCALT seeks a highly creative, motivated, and passionate individual who will bring their love of the land and nature, coupled with their expertise in communications and graphic design, to our team. The ideal candidate will understand brand management and strategy and have an excellent skill set for storytelling, writing, and design. This individual also needs to possess the leadership qualities to manage a comprehensive communications program.

Required Skills:

- Project Management – the ability to facilitate and execute multiple complex projects at a time.
- Creativity – the ability to think outside of the box and challenge the status quo.
- Design – the technical expertise to design attractive and compelling communication pieces for print and electronic outreach efforts including newsletters, impact reports, social media advertisements, and email communications.
- Marketing – experience with online, print, and direct mail advertising and audience targeting.
- Innovative – the ability to develop new tools, processes, templates, audiences, and storytelling formats to convey the nuanced work of working lands conservation.
- Accuracy – ability to manage various projects with accuracy and attention to detail.
- Writing – ability to write and communicate clearly and efficiently.

- Teamwork – ability to pitch in where needed even if it is not specifically within the job description.
- Passion – the ability to passionately convey the key messages, objectives, and goals of CCALT to various stakeholders.
- Inspirational – the ability to inspire those with whom you work with to achieve and exceed organization goals.

Basic Duties:

- Work closely with the Executive Director and Director of External Relations to develop and implement comprehensive short-term and long-term communication’s plans.
- Develop and design communications and outreach materials including, but not limited to, fundraising pieces, printed and electronic newsletters, landowner materials, electronic communications, and events materials.
- Maintain existing corporate partnerships and build new strategic corporate partnerships.
- Develop and build relationships with the media. Draft press releases for project closings and other important organizational information.
- Manage organization’s website and social media. Think creatively and strategically about new ways to increase the communication and fundraising capabilities of the CCALT website and social media platforms.
- Develop and implement CCALT’s Forever Colorado Program, a long-term fundraising initiative that creates a space for unique brand partnerships and exposure to new audiences.
- Participate in all Staff and Board meetings; represent CCALT at meetings, conferences and attend training opportunities and perform other duties as directed.

Reporting:

This position will report to the Director of External Relations.

Location: Arvada or remote.

Minimum Requirements:

- Written, verbal, organizational, and interpersonal communication skills. Excellent creative writing, storytelling, and content creation skills.
- Proficiency in Salesforce, Adobe, Word, Excel, and PowerPoint.
- Able to travel regularly including overnight and multi-day travel.
- Graphic design: Must be skilled with Adobe InDesign, Illustrator, and Photoshop.
- Must be adept and skilled with digital platforms including WordPress, Constant Contact, and social media platforms.

- Strong project management experience with an eye for the details.
- Tactful, possessing ability to work with high degree of personal and professional initiative and maintain confidentiality.
- Able to work independently, under deadlines, and produce accurate work. Personal reliability and regular attendance essential.
- Proven capacity to work effectively as a team player.
- Knowledge, appreciation, and respect for the people and values of rural Colorado; familiarity and/or interest in agricultural issues with a conservation context is preferred. Most important is a sincere interest and commitment to private land conservation, with sensitivity and appreciation for the diverse interests and values of others.

Salary and Benefits: *Range: \$55,000-\$75,000 (based on experience); flexible work environment; paid time off; retirement plan, employee health insurance (dental and vision insurance available at a cost to the employee).*

Interested parties should email a cover letter, resume, and examples of produced work to Maggie Hanna (maggie@ccalt.org) by 5:00 pm on Monday, January 9th.

This position has a desired start date of February 15, 2023

The Colorado Cattlemen's Agricultural Land Trust is an equal opportunity employer.