



Strategic Communications and Brand Manager

Colorado Cattlemen's Agricultural Land Trust (CCALT)

About Us

Celebrating its 30th Anniversary in 2025, the Colorado Cattlemen's Agricultural Land Trust (CCALT) is recognized for excellence and innovation in delivering 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. To date, our work has permanently conserved more than 820,000 acres of open space, natural habitat, and productive agricultural land across Colorado. CCALT is an organization that embraces change and leads the industry in the development of innovative programs and strategic partnerships that expand the impact of our work with landowner-partners.

Position Description

- **Title:** Strategic Communications and Brand Manager
- **Employment Status:** Exempt, Regular-Part-time (An average of 30 hours per week; this will be re-evaluated in FY26/27)
- **Reports to:** Director of External Relations
- **Location:** This position may be based at any of CCALT's four offices in:
 - Lakewood, CO
 - Steamboat Springs, CO
 - Carbondale, CO
 - Del Norte, CO
 - While this is a hybrid role that allows for work from a remote location, it is expected the incumbent will be in the office for at least half of their work time each week.
- **Anticipated Start Date:** no later than mid-February 2026
- **Salary Range:** \$44,250–\$52,500 per year, depending on experience and assuming a 30- hour average work week.
 - **Health benefits**
 - Medical and accident insurance, 100% of employee-only premium paid by CCALT;
 - Dental insurance, 40% of employee premium paid by CCALT, and
 - Vision insurance, 100% of the premium paid by the employee.
 - **Retirement Plan:** eligible for participation in the company 403(b) retirement plan upon the date of hire, eligible for applicable employer match after one (1) year of service. The employer match rate is currently set at up to 4% of compensation for eligible employees.

- **Paid Vacation:** Three weeks (15 days) earned during the first year of employment, accrued monthly. Paid Vacation increases after the first year of employment, up to a maximum of five weeks (25 days), accrued monthly.
- **Paid Sick Leave:** Up to ten (10) days of sick time per year, accrued monthly.
- **Holidays:** Sixteen (16) paid holidays are provided each calendar year. Included is a weeklong office closure associated with the 4th of July and Thanksgiving holidays.

How to Apply

Interested parties should email a cover letter and resume to Haden Cunningham (haden@ccalt.org) by **5:00 p.m. on Monday, January 5, 2026**

Summary of Position

Reporting to the Director of External Relations, the Strategic Communications and Brand Manager is responsible for developing and implementing communications strategies that raise the profile of the Colorado Cattlemen's Agricultural Land Trust (CCALT) and generate greater awareness and support for working lands conservation in Colorado. This will be achieved by delivering engaging content across CCALT digital/social platforms; producing high-quality CCALT publications and resource materials; proactive outreach to key stakeholders, including landowners, conservation partners, media, and sponsors; and collaborating in the continued development and growth of the Forever Colorado brand.

Core Responsibilities:

- ◆ **Strategic Communications:** Prepare and disseminate announcements and other communication resources to publicize CCALT conservation easement closings, additive conservation initiatives, education and outreach programs, workshops, events, and personnel. Develop communication resources that engage, inform, and inspire donors, corporate partners, and other funding partners to support CCALT and its mission.
- ◆ **Media Relations:** Proactive outreach to print, broadcast, digital media, and podcast outlets to secure earned coverage of CCALT events, programs, and personnel; build and maintain effective working relationships with key journalists, editors, photographers, videographers, and podcasters; respond in a timely and professional manner to requests for information and interviews from members of the media.
- ◆ **Digital/Social Media Management:** Develop a monthly editorial plan to deliver engaging content for publication on the CCALT website and social media platforms; develop and meet audience growth and engagement targets; create value for CCALT Annual Partners through visibility on digital/social media platforms and inclusion in CCALT publications.
- ◆ **Brand Growth and Management:** Collaborate in the continued development and growth of the Forever Colorado brand platform; ensure consistency in the application and presentation of the CCALT brand and all sub-brands.
- ◆ **Publishing:** serve as editor for the CCALT Annual Impact Report (September-October) and Spring Newsletter (March-April), responsible for content development, editing, and publishing; serve as editor

for the monthly CCALT e-newsletter (Open Vistas), responsible for content development, editing, and publishing.

- ◆ **Graphic Design:** design and produce promotional materials to support CCALT fundraising, events, education, outreach, and other business needs; materials will include newsletters, invitations, posters, promotional flyers, event programs, presentations, and more.

Required Professional Skills and Attributes:

- ◆ **Strategic Communications and Media Relations** – an understanding of how to identify and reach desired audiences and achieve measurable growth in awareness and support for CCALT through strategic communications, media outreach, and effective message development
- ◆ **Creativity** – an understanding of how to successfully engage audiences through creative writing and compelling storytelling; a willingness to innovate by introducing new ideas, approaches, techniques, and tools
- ◆ **Brand Awareness** – an understanding of the importance of maintaining brand integrity and how to utilize brand to drive growth in relevance, resource generation, and value for Annual Partners
- ◆ **Project Management** – the ability to facilitate and execute multiple complex projects at the same time, delivering on schedule, within budget, and with a service-first approach to internal stakeholders
- ◆ **Communication** – the ability to communicate clearly, concisely, and effectively
- ◆ **Precision** – attention to detail and an appreciation for the importance of accuracy in all forms of communication
- ◆ **Graphic Design** – the technical expertise to design attractive and effective communication pieces for print and electronic outreach efforts, including newsletters, invitations, posters, promotional flyers, event programs, presentations, and more
- ◆ **Support** – ability to support the Director of External Relations, Chief Executive Officer, and colleagues across the organization in implementing the strategic plan that advances the mission of CCALT
- ◆ **Teamwork** – an unwavering commitment to teamwork and consistent willingness to pitch in as/where needed, even if it is not specifically within the job description. Positive, helpful attitude and approach. Comfort working independently in a satellite office environment, but in full alignment with team members based at other locations
- ◆ **Cultural Awareness** – willingness to embrace, support, and advance the organizational culture of CCALT as defined through its RISE principles: Responsibility, Integrity, Synergy, Empowerment
- ◆ **Problem Solving** – ability to solve complex, multidimensional problems
- ◆ **Resiliency** – the confidence and determination necessary to quickly bounce back from setbacks or adversity
- ◆ **Passion** – ability to passionately convey the key messages, objectives, and goals of CCALT and the importance of working lands conservation to stakeholders and partners
- ◆ **Active Learning** – interest in continually expanding knowledge base and professional skills
- ◆ **Adaptable** – ability and willingness to adapt to changing circumstances

Minimum Requirements:

- ◆ 2-4 years of professional experience working in strategic communications and/or media relations
- ◆ Excellent written, verbal, organizational, and interpersonal communication skills; excellent creative writing, storytelling, and content creation skills
- ◆ Understanding and demonstrated success in strategic communications and media relations, including development and implementation of proactive strategic communications plans and campaigns, and use of metrics to evaluate impact and effectiveness
- ◆ Proficiency in Word, Excel, Adobe, PowerPoint, Constant Contact, WordPress, and all relevant digital/social media platforms and tools; understanding of effective strategies to drive audience growth in digital/social media
- ◆ Basic graphic design skills; familiarity with Adobe InDesign, Illustrator, Photoshop, and Canva
- ◆ Tactful and positive, possessing the ability to work with a high degree of personal and professional initiative and maintain confidentiality; personal reliability and regular attendance is essential
- ◆ Able to travel periodically, including overnight and multi-day travel
- ◆ Strong project management experience with an eye for the details
- ◆ Knowledge, appreciation, and respect for the people and values of rural Colorado; familiarity and/or interest in agricultural issues within 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

Equal Opportunity Employer

CCALT is an Equal Opportunity Employer. All applicants are evaluated for the positions they apply for without discrimination based on gender identity or expression, race, color, religion, creed, national origin, ancestry, age, marital status, disability, sexual orientation, genetic information, pregnancy, or other characteristics protected by law. CCALT will provide accommodation for individuals with disabilities during the interview process. For assistance, please call (303) 225-8677 or email Haden Cunningham at haden@ccalt.org.

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CCALT SOCIAL CONTRACT

The Social Contract is intended to describe the Colorado Cattlemen's Agricultural Land Trust's (CCALT) culture, codify expectations, and guide its relationships between employees. CCALT staff agree to uphold Social Contract.

Culture

Our culture shall inspire innovation, creativity, and success. It shall be a culture that attracts and retains highly talented individuals. It shall be a culture that is inclusive, fun, supportive, and flexible. It shall be a culture that celebrates both individual and organizational achievements. We will take the necessary time to celebrate our accomplishments and encourage each other to strive to be the best we can be every day. Our culture will be based on the foundational principles outlined below, which every employee of CCALT shall commit to upholding.

The RISE Principles

Responsibility

Responsibility embodies the commitment to self-driven accountability and the understanding that our actions and decisions significantly impact the collective success of our endeavors. Each team member is encouraged to internalize their role in achieving our shared goals, recognizing that accountability begins within. This principle is not just about fulfilling tasks; it's about owning the outcomes of our work, learning from our experiences, and continuously striving for excellence. Through personal accountability, we ensure that every effort is made towards facilitating the ultimate success of our initiatives, with a clear focus on integrity and ethical conduct.

Integrity

Integrity is the bedrock upon which our actions and decisions are founded. It represents our dedication to living and working in alignment with our true selves, ensuring that honesty, ethical standards, and authenticity guide our every move. This principle combines the essence of being our honest selves, acknowledging our strengths and vulnerabilities, and making decisions that protect and enhance our collective integrity. In every challenge and opportunity, we aim to do what is right, even when it's difficult, maintaining a steadfast commitment to our values and the high moral standards we've set for ourselves and CCALT.

Synergy

Synergy underscores the power of collective effort and mutual support in achieving results. This principle is rooted in the belief that by working together, sharing our knowledge, and supporting each other's successes, we can accomplish far more than we could individually. It encompasses the spirit of cooperation, the commitment to teaching and learning from one another, and the drive to share experiences that foster both individual and organizational growth. Through collaborative growth, we advance our mission with unity, leveraging diverse strengths and perspectives to innovate, overcome challenges, and reach new heights.

Empowerment

Empowerment is about providing our employees with the robust tools, resources, and environment needed to deliver impactful and meaningful work. This principle is rooted in the recognition of the inherent capabilities and potential of our team members. By fostering a culture that values learning, we ensure that everyone is equipped to not only meet but exceed the expectations of their roles. Our commitment to learning and empowerment extends beyond traditional training; we immerse our team in a continuous learning ecosystem that encourages experimentation, embraces the lessons learned from failures, and celebrates the pursuit of knowledge and skill enhancement. This environment of empowerment is designed to stimulate creativity, drive innovation, and ensure that our team members are always at the forefront of their respective fields. Empowerment at CCALT means actively removing barriers to innovation, providing access to the latest technologies and methodologies, and creating opportunities for meaningful work that aligns with our mission and values. We trust in the intelligence and capabilities of our team, supporting them in their journey to not only achieve but also redefine what's possible, thereby contributing to our collective success and impact.

Organizational Norms Which Guide Employee Interactions

In addition to the RISE principles and the culture defined above, we seek to live each day with courage; take pride in our work; finish what we start; do what has to be done; exemplify toughness, grit, and determination; keep our word; ride for the brand; remember that some things aren't for sale; and know when and where to draw the line. We shall leave egos behind, ask for help when needed, offer our assistance when appropriate, respond in a timely manner, and above all else, respect one another, our landowner partners, and other partners and community members. We shall be empowered to speak up and present new ideas that will help shape the future of CCALT.

Communication. Communication shall be conducted in a direct, open, and honest manner. When communicating, we shall not berate, disparage, attack, or discriminate. Further, we shall give our colleagues the benefit of the doubt that they are working in the best interests of CCALT. We also recognize that listening is an essential element of successful communication and commit to being present and actively engaged in all conversations and discussions.

Delivery. In order to achieve our mission, we must be able to deliver on strategy, tactics, and plans. Put more simply, we must be able to get the right work done in a timely manner. Success requires proper prioritization, reflection, adaptability, attention to detail, the ability to deliver, and, from time to time, the ability to say no.

Resolving Conflict. We shall commit to addressing perceived conflicts in a direct but polite, professional, constructive, and timely manner.