



Join Our Team – Community Relations Manager

Position Summary

Bayou Land Conservancy seeks a goal-oriented, team-player to increase community engagement and reach marketing & fundraising goals.

Formed in 1996, we are a financially strong, regional land trust, with experienced staff and a supportive board of directors that are passionate about furthering our mission. We are supported by the community and accredited through the Land Trust Alliance. We have conserved 12,500 acres of wildlife habitat in the Houston region. Bayou Land Conservancy is the nonprofit partner of the Spring Creek Greenway Project: the longest, contiguous, urban, forested greenway in the nation. Our preserves along the Greenway are public, and we are currently undertaking 11 miles of trail building within the 33-mile corridor. Our adult and youth education programs are cultivating current and future environmental stewards. For more information visit www.bayouland.org.

Job Description

Position: Community Relations Manager

General Statement of Duties:

This position will provide leadership for Bayou Land Conservancy (BLC) in developing outreach strategies and volunteer engagement opportunities that support the mission of BLC. Through conservation fieldwork and stewardship projects, BLC is working to improve the environmental conditions of the lands we protect. Through community engagement and landowner outreach, BLC seeks to expand our land protection in the 13 watersheds feeding Lake Houston, with a priority on Lake Creek and the West Fork of the San Jacinto River in Montgomery County. The Community Relations Manager is an outward-facing role tasked with directly involving a wide range of stakeholders in the community to advance BLC's mission.

Job Responsibilities:

1. Collaborate with BLC staff, Board of Directors, institutional partners, volunteers and advisory groups to advance the objectives of BLC.
2. Primary staff liaison with Community Conservation Committee. Work with committee to sustain, improve and execute the Spring Creek Greenway Ambassador Program, the Stream Team Water Quality Testing group, Ashton Gardens Preserve Ambassador Site programs, and general community education programs.
3. Develop and execute community outreach campaigns and programs that connect stakeholders to each other and to conservation initiatives, community education, recreation, and volunteer opportunities. Campaigns/programs will help meet organizational goals to increase membership and engagement of individuals, families and corporate groups.
4. Develop outreach strategies and marketing materials for the organization's web site, displays, brochures, e-newsletter, donation letters, social media and events.
5. Develop outreach strategies and marketing materials to support land owner outreach as directed by the Conservation Director and Lands Committee.
6. Make public presentations designed to engage stakeholders and support organizational goals.
7. Take a lead role in developing and executing stakeholder meetings and special events (including annual fundraising gala and Wild & Scenic Film Festival). Coordinate with relevant committees in planning and execution. Includes quarterly member mixer events and other community engagement events developed by the Outreach/Fundraising Committee.
8. Develop annual budget to support Community Relations program in consultation with Executive Director.
9. Support Executive Director with media coverage and campaigns produced by media consultants.
 - a. Write and edit press releases, media advisories and op-ed pieces. Press follow up as needed.
 - b. Coordinate editorial board visits, press events & press field trips'
 - c. Maintain & upgrade internal database of media contacts
10. Support Executive Director in donor development, grant proposals and reports, and other marketing needs as directed.
11. Assist with other program initiatives and perform other responsibilities as needed under the direction of the Executive Director.
12. Attend monthly board meetings and report to board on strategic plan goals for relevant job duties.
13. Comply with Land Trust Standards & Practices set by the Land Trust Accreditation Commission.

Qualifications:

1. Bachelor's Degree in Communications, Marketing, Journalism, Natural Resources, Public Health or related field of study.
2. At least five years of experience working in a sales or marketing role with a for-profit or non-profit corporation having experience in public relations, media outreach, writing, editing, graphic design and/or marketing. A background in sales, journalism, PR, public policy, natural resources, or conservation is desirable.
3. Excellent written and verbal communication skills.
4. Ability to effectively present written and verbal information and respond to questions from the general public and other stakeholders. Ability to relate well to people of various ages and from diverse ethnic and cultural backgrounds.
5. Graphic design and production skills essential; at minimum must be able to work within templates for Photoshop, Illustrator, InDesign, and PowerPoint.
6. Experience with web software and social media platforms; preferably Wix, HTML.
7. Ability to pass background check.
8. Ability to be outdoors in extreme heat, humidity, or cold.
9. Ability to work effectively in a small, busy and highly efficient organization
10. Ability to work occasional nights and weekends.
11. Commitment to BLC's mission.
12. Ability to work independently and in a group setting.
13. Proficiency with Microsoft Word, Excel, Outlook, and Powerpoint applications required; experience with Salesforce (or equivalent donor database program) preferred.
14. Ability to maintain a valid driver's license, regular use of a car, current auto insurance and ability to travel throughout the greater Houston area.

Mental & Physical Requirements:

Must be physically able to lift, carry, and handle equipment, supplies, and other program materials. Requires sitting, standing, climbing stairs, and walking for moderate periods of time. Good hearing is necessary to receive detailed information through oral communication. Visual acuity is needed for field work and to verify accuracy of written materials. Must have ability to work successfully under stressful conditions, and must be capable of adapting to varying workloads and work assignments on a regular basis. Exposure to varying weather conditions while conducting field work.

Compensation & Benefits:

- Salaried, full-time exempt position with bonus potential
- Flexible 40-hour work week schedule
- Simple IRA with up to 3% annual salary match
- Health care, dental & vision benefits
- Starting two weeks paid vacation and 11 paid holidays
- Salary commensurate with experience

Lines of Supervision:

The Community Relations Manager reports directly to the Executive Director.

To Apply

Submit your letter of interest and resume to info@bayouland.org with "Community Relations Manager" in the subject line. Applications are due by **August 15, 2017** or until the position is filled.

DISCLAIMER: The above statements are intended to describe the general nature and level of work being performed by people assigned to this job class. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.