



LEELANAU CONSERVANCY POSITION DESCRIPTION  
COMMUNICATIONS DIRECTOR  
FULL-TIME EXEMPT EMPLOYEE

The Communications Director is responsible for developing and executing a comprehensive marketing and communications strategy that advances the Leelanau Conservancy's mission, strengthens brand awareness, and engages key audiences, including donors, community members, and partners. This leadership role oversees all aspects of communications, including public relations, digital and print marketing, content creation, and brand management, ensuring alignment across platforms and initiatives. The Communications Director will manage the team, collaborate with program staff to amplify conservation impact, and oversee the production of print and digital materials, media relations, and storytelling efforts. This position plays a critical role in shaping the Conservancy's voice, fostering community engagement, and enhancing fundraising and outreach efforts. The Communications Director, along with the Executive Director, is a leading spokesperson, both written and oral, for the Conservancy.

RELATIONSHIPS AND AUTHORITY

- Reports directly to the Executive Director
- Oversees the work of the Communications Specialist, Creative Media Specialist, and other short-term communications staff or consultants, if needed.
- Works collaboratively with the Development Director and Fund Development Team.
- Works collaboratively with the Volunteer & Events Manager.
- Works cooperatively with Conservancy staff and Conservancy members, as well as partner organizations, agencies and businesses.
- Oversees all Conservancy outreach activities, leads and coordinates Outreach Committee meetings and related work, and collaborates on Outreach with the Development Director, as needed.

## RESPONSIBILITIES

### General

- Communicates with staff in various programs across the Conservancy, as well as with donors, volunteers, vendors, and businesses.
- Effectively communicates and distributes information to assist staff in making decisions, solving problems, and improving workflow.
- Coordinates contracts with vendors, makes purchases and processes invoices, and manages the communications budget preparation.
- Fosters community partnerships and facilitates groups.

### Organizational

- Develops a working knowledge of all aspects of Conservancy programs.
- Maintains an awareness of ongoing and future land protection and stewardship projects that may be of interest to members and public.
- Facilitates the engagement of the entire Conservancy community to promote a culture of appreciation for conservation.

### Media Outreach

- Manages public relations and recommends strategic communications tactics to the Executive Director.
- Collaborates with leadership team on communication strategies to inform and inspire stakeholders about Conservancy programs and initiatives.
- Creates and/or manages the communication production process across multiple channels for outreach initiatives and limited on-line fundraising initiatives.
- Creates a media plan in conjunction with the Executive Director and Development Director maximizing public presence and donor engagement.
- Creates and coordinates content for communication channel, manages marketing agreements and manages media advertising.

### Supervisory

- Oversees the work of the Communications Specialist, Creative Media Specialist, and other short-term communications staff or consultants, if needed.
- Manages the project timelines and directs all communications activities of the Communications Specialist and Creative Media Specialist.
- Facilitates coordination of the Communications Specialist and Creative Media Specialist with the Development team.

- Recommend training opportunities that will lead to staff expertise and fostering staff professional growth.

#### Project Management

- Serve as project director for the print communication strategy in collaboration with the Fund Development and Communications teams.
- Serve as project director for digital communications strategy in collaboration with the Fund Development and Communications teams.
- Serve as digital platform director, including email, website and social media, enabling cross training for appropriate staff to ensure quality products, collaboration and a culture of building and being a part of a multichannel digital community.
- Maintain proficiency in current in best practices for digital communications and recommend best practices as the digital communities evolve.
- Consults with and refers difficult questions and unusual problems to Executive Director.

#### KEY COMPETENCIES AND SKILLS:

- Effectively expresses messages verbally and in writing.
- Maintains the ability to represent the Conservancy verbally through public speaking.
- Maintains positive working relationships; actively listens to others and fosters open exchange of issues.
- Contributes to productive partnerships inside and outside of the organization.
- Understands team member roles and values the contribution of others.
- Flexible in response to changing circumstances, is persistent in the face of obstacles and meets deadlines.
- Takes innovative approaches towards work and problem-solving and takes calculated risks and makes dependable decisions in the face of uncertainty.
- Understands the Conservancy's mission, values and strategy, and how the role contributes to overall strategy.
- Demonstrates sensitivity in handling confidential information.
- Internalizes an awareness of being a Conservancy ambassador when out in public and on social media.
- Consistently demonstrates commitment and conscientiousness toward the Conservancy's mission.
- Maintains proficiency in systems and resources utilized by the team to execute assigned tasks.

## Values and Mission Alignment

1. Awareness of and engagement in conservation, sustainability, and community impact, with a strong commitment to aligning creative work with the organization's mission and values.

## REQUIREMENTS

- 3-5 years of work in a professional Communications role
- Demonstrated work experience in leadership, strategic communications, brand management, public relations, and marketing strategy
- Bachelor's Degree in Communications or related degree or equivalent experience
- Familiarity with nonprofits or conservation work a plus
- Proficiency with Wordpress and HTML, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop and Lightroom, and Canva
- Valid Michigan Driver's License

## LOCATION

This position is based in Leland, Michigan, with the option of remote work when scheduling allows. Some travel around Leelanau County and the Traverse City area is required.

## COMPENSATION

The salary range for this position is \$65,000 to \$75,000, based on qualifications and experience. Benefits include medical, dental, vision, HSA, 403b, vacation and sick leave.

## APPLICATION

To be considered for this opportunity, please send your cover letter and resume to [ssadowski@leelanauconservancy.org](mailto:ssadowski@leelanauconservancy.org). References will be requested for final candidates. For full consideration, apply by March 31, 2025.

The Leelanau Conservancy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national

origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

*ABOUT THE LEELANAU CONSERVANCY: We are one of the nation's top land trusts. Our mission is to conserve the land, water and scenic character of Leelanau County, Michigan. In our 36-year history, we have conserved more than 18,000 acres, including 30 natural areas and preserves, over 200 permanent conservation easements and 537 miles of streams and shoreline.*