



WOODSTOCK LAND CONSERVANCY

Communications & Outreach Coordinator

January 2024

Organization Overview

Founded in 1988 by a dedicated group of local citizens, WLC is a non-profit organization with a small staff and an all-volunteer board of directors. At its core, WLC is an ever-growing community of dedicated and generous volunteers, supporters, and community members who share a passionate love and respect for the land and the unique place we live. Together we pursue land conservation goals as well as initiatives to create and manage preserves, protect water resources, adapt to and mitigate the effects of climate change, support sustainability, and promote appropriate land use in the communities we serve.

Position Overview

Woodstock Land Conservancy seeks an exceptional writer and project manager. Primarily responsible for Communications and Outreach, overseeing and implementing communications strategy, development, and event/program coordination. WLC is seeking a candidate with excellent writing capabilities, strong organizational and communication skills; self-directed, team minded, energetic multi-tasker to work with our small non-profit land trust. Should have relevant work experience to demonstrate skill sets.

This is a hybrid location home/office position. WLC's office is based in Woodstock, NY.

This position entails working on **outreach and communications** (40%); associated **publicity** (20%) **programming** (20%) and **administration** (20%).

Outreach:

- Creating monthly Saturday morning "First Saturday on the Trail" events, featuring environmental education programs;
- Coordinating with Woodstock Transition Film Series - once a month education film series, February-April;
- Organizing annual Scarecrow Fest in October (500 people in attendance);
- Organizing annual Vernal Fling in May;
- Water: access and watershed specific programs;
- Volunteer cultivation, incorporating training if needed. Continue to grow the Volunteer Preserve Steward Program and the Ashokan Rail Trail (ART) Stewards Program;
- Serving as liaison with partner organizations in the greater Woodstock and Eastern Catskills region.

Publicity:

- Annual First Saturdays Rack Card- distributed in Q4 with annual winter fundraising appeal;
- Drafting press releases and promoting all WLC events via social media, Constant Contact, FB, Mail Chimp, local press;
- Brochure and educational material collaboration;
- Website and social media management;
- Event tabling;
- Use of graphic media design software such as Canva or Photoshop;
- Strong writing and design sense. Photography skills are a plus.

Administration:

- Track grant budgets, generally in excel;
- Providing general administrative support - fundraising, including annual direct mailings, organizing volunteers;
- Database entry and outreach;
- Attend and provide logistical support for monthly board meetings;
- Support the Executive Director as needed.

Experience

- College degree in a related field and/or documented equivalent professional experience and skill set;

- Excellent verbal and written communication skills;
- Working knowledge of personal computers with experience in the use of such programs as Word, Google Workspace and PowerPoint. Knowledge of Canva/Photoshop, Excel, and reporting tools;
- Strong organizational skills and demonstrated ability to prioritize workload;
- Ability to build strong partnerships;
- Must be a self-starter with ability to work in a collaborative environment.

Compensation

\$45,000 - \$53,000 depending on experience.

Start Date

Position will be opened until filled and interviews will be held on a rolling basis as applications are received.

To apply please send a cover letter and resume to apply@woodstocklandconservancy.org with Communications & Outreach Coordinator in the subject line.

The [Woodstock Land Conservancy](https://www.woodstocklandconservancy.org/) is an equal opportunity employer – we strive to create a welcoming environment for all community members.