



WOODSTOCK LAND CONSERVANCY

Communication & Outreach Manager

March 2026

Organization Overview

Founded in 1988 by a dedicated group of local citizens, WLC is a nonprofit 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 communication and outreach, overseeing and implementing a communication strategy, community engagement, and event/program coordination. WLC is seeking a candidate with excellent writing and editing capabilities as well as strong organizational and relationship skills. The ideal candidate is a self-directed, team minded, energetic multi-tasker who works well within our small staff. Should have relevant work experience to demonstrate skill sets.

This is a hybrid work from home and office position. WLC's office is based in Woodstock, NY. Weeknight and weekend work is required on occasion.

COMMUNICATION [50%]

- Producing and distributing weekly newsletter;
- Producing and distributing advocacy newsletters, generally multiple times a month;

- Producing and distributing press releases for WLC as well as advocacy coalitions;
- Maintaining three websites with distinct styles and audiences;
- Producing and distributing annual report;
- Writing, editing, proofreading and printing, when applicable, all marketing, educational and fundraising collateral including two direct appeal campaigns each year;
- Collaboratively producing and proofing all social media posts for both WLC and the Ashokan Rail Trail;
- Assisting in the development of grant proposals as needed;
- Developing and maintaining professional relationships with local media outlets and independent journalists; and
- Capturing and editing photographs and video for social media channels.

OUTREACH [35%]

- Chairing the Vernal Fling Planning Committee and serving as the primary event planner for WLC's annual spring fundraiser;
- Representing WLC in the community through service on committees, membership in organizations, and tabling at events;
- Serving as a Steering Committee member for advocacy coalitions;
- Representing WLC on the Film & Discussion Series planning team and attending all events;
- Assisting with event planning and project management for advocacy coalitions;
- Planning the annual holiday celebration for Board members, staff, donors, and volunteers; and
- Planning one-time fundraisers or special events.

ADMIN [15%]

- Attending and producing minutes for all Board of Directors meetings;
- Overseeing direct appeal campaign printing, sorting and mailing responsibilities twice a year;
- Inputting fundraising information into CRM system;
- Responding to community inquiries through general email account and/or voicemails;

- Assisting Executive Director and other staff members as needed;
- Assisting Board members as needed; and
- Producing a monthly report for the Board meeting.

EXPERIENCE

- College degree in a related field and/or documented equivalent professional experience and skill set;
- Excellent verbal and written communication skills;
- Must be a self-starter with ability to work in a collaborative environment;
- Strong organizational skills and demonstrated ability to prioritize workload;
- Working knowledge of personal computers with experience in the use of such programs as Word, Google Workspace, Excel and PowerPoint;
- Knowledge of Canva/Photoshop, WordPress and reporting tools;
- Familiarity with CRMs, especially Salesforce, is a plus;
- Ability to build strong partnerships; and
- Commitment to environmental protection and appreciation for natural spaces.

COMPENSATION

\$50,000 - \$56,000 depending on experience. Provided stipend for individual health insurance coverage. Provided stipend for cell phone use. Generous PTO.

START DATE

Applications will be accepted until Wednesday, April 1st.

To apply please send a cover letter and resume to apply@woodstocklandconservancy.org with Communication & Outreach Manager 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.