



Community Engagement & Communications Manager

Location:	New Canaan, CT with option for some remote work
Status	Full-time, exempt
Reports to:	Executive Director
Posted:	January 11, 2022

About the New Canaan Land Trust

The New Canaan Land Trust (NCLT) is a nationally accredited non-profit land conservation organization, operating in New Canaan, Connecticut. Founded in 1967, NCLT protects nearly 400 acres of open space, ranging from single-acre wetlands to 45+ acre preserves with diverse habitats. NCLT is the largest private landowner in New Canaan, and continually works to add to its portfolio of protected lands through donation and strategic acquisitions.

NCLT is driven by its mission to engage the New Canaan community in the conservation and stewardship of open space. Approximately half of NCLT's acreage is open to the public, with over 6 miles of trails across 10 of NCLT's largest preserves. Events, internships, volunteer opportunities, and other community programs help to strengthen the New Canaan community's connection with NCLT's special places.

Overview

NCLT seeks an enthusiastic and self-motivated Manager to expand and oversee its community engagement initiatives and to bolster communication with its constituents and community. The ideal candidate will have a passion for engaging diverse audiences in events, projects, and programs related to land conservation and environmental stewardship. Current events and programs include a small but growing volunteer program, guided walks and lectures, and partnerships with other like-minded organizations in and around New Canaan. The Manager will be expected to build upon these existing programs and to expand NCLT's reach and impact.

Applicants must be deeply committed to NCLT's mission and be excited about communicating and engaging with individuals and partners about land conservation in Fairfield County. The Manager will not manage paid staff but will have substantial interaction with NCLT's Board of Directors, committee members, volunteers, and program participants.

Key Responsibilities

Event & Programs (30%)

- In coordination with NCLT's events committee, develop 1-2 smaller events per month, and 2-4 larger "tentpole" events per year, that engage the New Canaan community with NCLT's mission.
- Ensure successful events and programs by: creating and monitoring registration systems; coordinating logistics with presenters, venues, and/or caterers; clearly communicating with guests; and engaging volunteers when additional capacity is needed.
- Explore new opportunities for community engagement through partnership with other non-profits or community groups in and around New Canaan, especially land trusts in surrounding towns.



- Specific to 2022: A significant portion of NCLT’s 2022 programming will focus on the 2022 Sculpture Trail (additional information available at www.sculpture.newcanaanlandtrust.org). In preparation for, and during the exhibition, the Manager will:
 - Develop events and programs around the 2022 Sculpture Trail’s theme of “Open Space for Everyone”, specifically designed to engage seniors, youth groups, developmentally disabled individuals, or other marginalized groups within the New Canaan Community.
 - Assist NCLT’s Sculpture Trail committee in collecting information about the selected artists and their sculptures; disseminating that information through a website, app, and printed materials; coordinating the installation and de-installation of sculptures; and otherwise ensuring the success of the program.
 - Assist in planning an opening gala for the 2022 Sculpture Trail, a large fundraising event.

Volunteer Management (30%)

- In coordination with NCLT’s committees, identify opportunities for volunteers to support NCLT’s work.
- Liaise with community groups interested in volunteering (scout troops, service organizations, high school clubs, etc.) to identify and execute volunteer projects that are a good fit for their group.
- Build upon NCLT’s existing volunteer list by identifying and attracting new volunteers, capable of supporting the organization’s programmatic and administrative needs.
- Track volunteers and their hours in NCLT’s donor database; collect and file signed volunteer waivers.
- Encourage continued volunteerism by developing ways to recognize and thank volunteers for their service.

Communications (30%)

- Collaborate with NCLT team members to develop and implement an annual communications plan that supports the organization's mission, goals and objectives.
- Support the preparation and distribution of print and digital communications, including Annual Report, monthly e-News, press releases, seasonal postcards, brochures, and Year-End and Spring appeals.
- Create and disseminate materials needed to effectively promote NCLT’s events and programs, such as graphics, webpages, registration forms, entries on local community events calendars, etc.
- Maintain NCLT’s website, social media platforms, and trailhead kiosks with up-to-date content about events, stewardship projects, land acquisitions, appeals, etc.
- Maintain organizational style guide across all platforms. Ensure accurate and consistent brand messaging on all communication.
- Solicit photo contributions and maintain NCLT’s photo database.

Other (10%)

- Participate in committee meetings and board meetings, as appropriate.
- Identify new opportunities for community engagement and bring proposals for new programs to supervisor.
- Develop and deliver educational presentations about NCLT to local community groups.
- Provide regular updates to the Executive Director.
- Other duties as assigned.



Desired Experience and Skills

- A Bachelor's Degree, and 5+ years of relevant work experience
- 3+ years' experience with event planning and/or volunteer management
- Excellent written and verbal communication skills, organizational skills, and attention to detail
- Ability to manage multiple projects and deadlines, simultaneously
- Disciplined self-started, capable of working independently or as part of a team
- Natural relationship-building skills
- Proficiency with Microsoft Office and/or Google suite of projects, and familiarity with donor databases
- A valid driver's license and able to pass a background check (CORI and SORI)
- Some graphic design ability is preferred, but not required.

Work Schedule and Location

This is a full-time, salaried position, based out of NCLT's office in downtown New Canaan. NCLT allows for some remote work and flex-time, following supervisor approval. This position will require occasional work during evenings or weekends (1-3 times per month, pending event/program schedule), which can be substituted for work during the regular work week.

Compensation and Benefits

- Starting salary of \$35,000 - \$50,000, commensurate with experience
- Employer match on SIMPLE IRA contributions
- Generous paid time off and flexible work schedule
- Professional development opportunities, including attendance at regional and national conferences

How to Apply

Please send a resume and cover letter, combined into a single PDF, to info@newcanaanlandtrust.org. Only complete applications sent to this address will be considered. Applications will be reviewed on a rolling basis. No phone calls, please.

*The New Canaan Land Trust is an equal opportunity employer.
We celebrate diversity and are committed to creating an inclusive work environment for all employees.*