

Northern Virginia Land Conservation Trust  
4022-A Hummer Road  
Annandale, Virginia 22003

**Open Position: Communications Specialist**

Northern Virginia Conservation Trust (NVCT) is seeking a creative and energetic Communications Specialist to expand our audience through digital content, web management, traditional media and publications. This is an exciting opportunity for an entrepreneurial self-starter who loves the outdoors and seeks to play a pivotal role in a fun, small and scrappy nonprofit organization. The candidate will be able to build their career and experience across various communications disciplines. The Communications Specialist reports to the Executive Director and works closely with the entire staff team to support fundraising and land conservation initiatives.

NVCT's mission is to preserve urban, suburban, and rural lands and waters for habitat, recreation, and healthy communities. As the region's partner land trust, the organization seeks to enhance its role in creating an interconnected system of green spaces and nature, with a goal that all urban and suburban residents of Northern Virginia will live and have access to parks, trails, or protected natural areas. The organization is committed to representing the diversity of our region and ensuring safe and vibrant communities for all.

**General Position Description:**

The Communications Specialist is responsible for all of NVCT's external communications. Responsibilities include creating engaging digital content, writing and producing printed and e-newsletters as well as the annual report, building the website and drafting press releases and news stories. The Specialist will work with the Executive Director, NVCT staff, and members of the Board to advance NVCT's goals and engage with funders, partners, and target audiences. The Specialist will also be responsible for supporting and promoting the organization's events.

**Responsibilities:**

In accordance with NVCT's Strategic Plan – 2025 to 2029:

- Expand NVCT's name recognition and brand through digital platforms as well as in printed and e-newsletters, organizational materials and publications, the website, and through press releases and news pitches

This includes:

- Developing compelling content for usage on social media, web and in printed materials, including photos, videos and graphics
- Managing the production of the annual report, fundraising appeals, event invitations, and other materials
- Reporting on NVCT events, successes, and programs for members, major donors, and the general public
- Updating and creating key organizational fact sheets
- Creating materials for events and public displays
- Staying engaged with local, regional and national land trust topics and issues
- Coordinating with an active and engaged Board of Directors as needed
- Participating in general NVCT policy and procedure review and development
- Assisting with grant writing as needed

Required Experience and Skills:

- 2 years or more of digital content creation and communications experience
- Demonstrated strong writing ability, especially on deadline
- Strong organizational skills and attention to detail
- Experienced user of Microsoft Office suite
- Graphic design, video editing, and other production software experience recommended
- Experience with Wix and Canva is a plus
- Non-profit experience is a plus

Qualifications:

- Passion for the outdoors and a willingness to work with people from diverse backgrounds
- Flexible self-starter, interested in learning and understanding all aspects of land conservation work
- Boldness and curiosity to start new initiatives and expand existing programs
- Able to work in a project team setting as well as independently
- Bachelor's degree in communications, marketing, English or a related area preferred

Working conditions:

- Office based position with hybrid work-from-home opportunities
- Some evening and weekend work expected, including attendance at an annual conference
- Ability to drive a car and be active in the outdoors a plus
- Office is on the second floor of a building without elevators

Reports to: Executive Director

Starting salary: \$55,000-\$60,000 - commensurate with experience

Application:

Submit resume and letter of interest by Friday, September 13, 2024, to Alan Rowsome, Executive Director, at [jobs@nvct.org](mailto:jobs@nvct.org). No phone calls, please. NVCT is an equal opportunity employer who welcomes candidates of all ages and backgrounds to apply for this position.