



The Land Trust for Tennessee

Position: Communications Manager

About The Land Trust for Tennessee

The Land Trust for Tennessee (“LTTN”) is a statewide, accredited non-profit land conservation organization with an office in Nashville and an office in Chattanooga. Since 1999, LTTN has protected nearly 135,000 acres through over 400 conservation projects across Tennessee. There are over 1,000 land trusts in the U.S., and in 2020, LTTN won the National Land Trust Excellence Award from the Land Trust Alliance. LTTN seeks a seasoned professional to join our collaborative staff and our highly regarded board in this full-time position.

The Opportunity

The Communications Manager leads LTTN’s overall communications strategy and is responsible for internal and external messaging and brand reputation for the organization. The Communications Manager will work collaboratively with colleagues, senior leadership, and outside vendors to develop and implement communication tactics to build strategic awareness of LTTN’s programs and statewide impact. This work is all based on existing brand resources and an annual schedule. Responsibilities include internal and external messaging, media relations, public relations, marketing, social media, photo and video production, graphic design, long-form articles, print execution, direct mail, newsletters (electronic and print), presentations, website management, budgeting, and periodic reporting to the Development and Engagement Committee. The ideal candidate will have a passion for conservation and be a self-starter and team player.

Primary Responsibilities

General Communications:

- Become well-versed in all aspects of the organization’s vision, mission, programmatic execution (including conservation easements, land transactions, partnerships)
- Implement an integrated, strategic marketing approach to disseminate core LTTN messages, including internal and external communications, via a wide range of platforms
- Work as directed by supervisor to develop communications and fundraising strategies that will broaden programmatic reach and deepen impact
- Execute the copy, development, graphic design, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, invitations, fundraising campaigns, event materials, press releases, newsletters, e-newsletters, brochures, social media, signage, and website
- Distribute LTTN’s “core” messages to ensure organizational consistency
- Build relationships with LTTN’s landowners, conservation partners, and corporate partners to accurately convey land conservation success stories
- Manage various aspects of the communications and marketing budget with supervisor

Media Relations/Public Relations:

- Identify significant media and public relations opportunities that can be leveraged to support LTTN’s work, and create and implement plans
- Develop relationships with key media stakeholders (e.g., television stations, radio stations and newspapers, journalists, videographers, photographers)
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media



- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations

Desired Skills & Qualifications

- A related 4-year degree
- At least 3 years of relevant work experience
- Strong writing, reading, editing, and listening skills
- Proficient with technology – experience with Microsoft Office Suite, Adobe Creative Suite (with a focus on InDesign), Emma Email or equivalent, Canva, and WordPress is required
- Experience delivering engaging content through a multitude of social media platforms, including Facebook, Instagram, and Twitter
- Capacity to produce print-ready files; work closely with external printers and vendors to create high-quality collateral
- Capability to capture compelling photographs in the field and organize efficiently
- Working knowledge of video production and experience with audio/visual storytelling
- Ability to coordinate and work on multiple projects simultaneously, and to maintain attention to detail while producing a steady volume of work in compliance with deadlines
- Understanding of and commitment to the land conservation goals of LTTN
- Ability to meet challenges resourcefully, strong problem-solving skills
- Ability to represent LTTN and interact effectively and professionally with a wide range of organizations and individuals
- Ability to work independently as well as in an office/team environment
- Available to work occasional evenings and weekends

Personal Characteristics

- You enjoy working with all kinds of people.
- You feel a sense of accomplishment when you complete a task.
- You celebrate colleagues' achievements.
- You multi-task and prioritize assignments well.
- You are a detail-oriented person who also sees the big picture.
- You work well with a team in a fast-paced environment.
- Desirable personal attributes include strategic, reliable, energetic, self-motivated, dedicated, team-oriented, charismatic, practical, innovative, adaptable, resilient, ethical.

The essential functions and basic skills have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Salary is commensurate with experience. A generous benefits package is offered. The Land Trust for Tennessee is an equal opportunity employer.

Please send resume, cover letter, and salary requirements to:

Kayla McBride at kmcbride@LandTrustTN.org

or by mail to The Land Trust for Tennessee, PO Box 41027, Nashville, TN 37204.

No phone calls, please.