



The Land Trust for Tennessee

Position: Marketing & Communications Manager

Supervisor: Director of Development & Communications

Location: Nashville, TN

About The Land Trust for Tennessee

The Land Trust for Tennessee (“LTTN”) is a statewide, accredited non-profit land conservation organization with offices in Nashville and Chattanooga. Since 1999, LTTN has protected over 137,000 acres through more than 460 conservation projects across Tennessee. LTTN is recognized for meeting the highest industry standards for excellence and conservation permanence by the Land Trust Accreditation Commission and received the 2020 National Land Trust Excellence Award from the Land Trust Alliance.

The Opportunity

The Marketing & Communications Manager leads LTTN’s overall communications and marketing strategy and is responsible for messaging and brand reputation for the organization. This position will work collaboratively with LTTN’s staff, leadership, Board of Directors, and external partners to develop and implement a plan to build strategic awareness of LTTN’s organizational programs and statewide impact. The Marketing & Communications Manager’s goal is to become well-versed in all aspects of the organization’s vision, mission, programmatic execution (including conservation easements, land transactions, and partnerships) to effectively communicate with audiences across the state. The ideal candidate will have a passion for conservation, while being a self-starter, team player, and confident contributor towards the organization’s goals. This team member will be expected to generate creative solutions and utilize best practices that will broaden programmatic reach and deepen impact.

The Land Trust for Tennessee recently completed a new strategic plan that will shape our brand voice for the next five years. This role is responsible for carrying that voice forward across communications. The Marketing & Communications Manager is a member of the Development & Engagement team and reports to the Director of Development & Communications. The position is based in Nashville and offers an impactful work opportunity at one of the nation’s leading conservation organizations.

Primary Responsibilities

Marketing & Outreach

- Develop relationships with key media contacts, managing media inquiries and LTTN’s digital presence.
- Keep organized archives of LTTN photography, video, and print pieces.
- Develop and implement social media strategies to share LTTN’s mission, engage target audiences and grow our online presence.
- Manage website, ensuring maintenance and updates are performed as needed.
- Measure the effectiveness of implemented communications efforts by sourcing and analyzing data related to website traffic, social media metrics, and email campaign analytics.
- Copywrite, design, and distribute various LTTN collateral, ensuring brand cohesiveness and accuracy of information in both print and electronic formats.

Storytelling & Communications

- Build relationships with LTTN’s landowners, supporters, conservation partners, and corporate partners to accurately convey land conservation success stories.
- Work with the Stewardship & Conservation staff to develop a catalog of landowner profiles and stories of conserved landscapes.
- Tell the story of LTTN with creativity, proactively exploring unique angles, collaborations, and opportunities to capitalize on trends and events.

- Serve as brand manager by maintaining brand standards while educating and empowering LTTN staff and Board with effective and relevant messaging.
- Lead the creation and direction of direct mail, newsletters, event materials, and presentations, as well as talking points for various presentations and events.

Desired Skills & Qualifications

- A related 4-year degree and/or at least 3 years of relevant work experience, nonprofit experience a plus.
- Strong writing, reading, editing, and listening skills.
- Proficient with technology – experience with Microsoft Office Suite, Adobe Creative Suite (with a focus on InDesign), Mailchimp or similar, MuckRack, Canva, Monday.com, and WordPress.
- Graphic design experience and/or demonstrated effective management of external designers.
- Experience delivering engaging content through a multitude of social media platforms, including Sprout Social, Facebook, Instagram, and LinkedIn.
- Capacity to produce print-ready files; work closely with external printers and vendors to create high-quality collateral.
- Capability to capture compelling photographs and video content in the field and organize efficiently. Preferred working knowledge of video production.

Personal Characteristics

- You delight in mission-driven work and the commitment to educating others on the unique mission of LTTN.
- You have strong problem-solving skills, meet challenges resourcefully, and are eager to learn.
- You enjoy meeting and working with diverse populations.
- You multi-task and prioritize assignments well, while maintaining attention to detail and complying with deadlines.
- You are a detail-oriented person who also sees the big picture. Please include the code word “perpetuity” in your cover letter of your application.
- You work well, both independently and with a team, in a fast-paced environment.
- Desirable personal attributes include: strong work ethic, reliable, energetic, self-motivated, dedicated, team-oriented, charismatic, practical, innovative, adaptable.
- Must be available to work occasional evenings and weekends as required for LTTN events or landowner schedules.

Benefits

- Full-time position, working 40 hours per week, with a hybrid work model possible following 90 days of employment. Flexible hours offered based on workload, weather, and events schedule.
- In the first year of employment, LTTN offers 20 PTO days (10 vacation and 10 sick days) on an accrual basis and 11.5 paid holidays per year. Vacation accrual rate increases with tenure.
- Medical and Dental insurance; premiums are covered at 85% for employee and 50% for spouse and family plans. We currently offer a PPO health plan as well as an HSA option. A \$50,000 company-sponsored life insurance policy is provided for each full-time employee. Other voluntary insurance includes vision, additional life, long-term and short-term disability, critical illness, and accident.
- 403b retirement plan with a one-to-one match of up to 2.5% after one year of employment and up to 5% after two years of employment.
- Extremely collaborative, encouraging, and mission-driven team, and LTTN provides resources for professional development and continuing education opportunities.

The essential functions and basic skills have been included. It is not intended to be construed as an exhaustive list of all responsibilities, skills, and abilities. Salary is commensurate with experience. LTTN is an equal opportunity employer.

Please apply by sending your resume, cover letter, any relevant marketing portfolio and/or published writing sample through our Job Application portal linked here on our website <https://www.landtrusttn.org/about-us/job-opportunities>. No phone calls, please.