



REDWOOD COAST LAND CONSERVANCY

Dedicated to conserving open spaces and the natural environment along the Mendonoma Coast

P.O. Box 1511, Gualala, CA 95445-1511 • (707) 884-4426 • email: rclc@rclc.org • www.rclc.org

RCLC Communications Manager

Position Description

Redwood Coast Land Conservancy

Redwood Coast Land Conservancy (RCLC) is a 501(c)(3) California nonprofit organization founded in 1992 to preserve the natural coastal landscapes and native habitats of southern Mendocino and northern Sonoma Counties. RCLC properties provide coastal access and include a segment of the California Coastal Trail. RCLC purchased Mill Bend Preserve in 2021, where native habitat restoration and public access improvements are currently underway.

Position Summary

A new staff position for RCLC, the Communications Manager will serve to manage, amplify, and further refine the organization's outward-facing messaging; inform supporters of RCLC's ongoing projects and new accomplishments; reach out to current and new audiences, inviting financial support and events attendance; promote and coordinate volunteer participation; assist in the organization, planning, and management of select public events; and generally expand RCLC's presence online, in the press, and directly within Mendonoma communities.

The Communications Manager will work closely with and report to the Executive Director, but will also work collaboratively with multiple groups and individuals, including the Outreach Committee, Board Directors, volunteers, outside contractors, and others. At times, the position will call for someone to lead from "the front of the room," but more often to work behind the scenes to produce deliverables or bring teams together.

Core Responsibilities

- Write text, design graphics, and utilize photographs for wide-ranging purposes in support of RCLC's public outreach efforts.
- In coordination with RCLC's webmaster, assemble information, post regular updates, and initiate design refreshes to RCLC's website.
- Post to social media sites, primarily Facebook, twice weekly.
- Write press releases or the equivalent. Develop and strengthen press relationships.
- Coordinate the preparation of, and write text for, RCLC's bi-monthly newsletter.
- Coordinate the preparation of RCLC's annual Community Report.

- Coordinate the preparation and delivery of RCLC's year-end annual appeal, together with relevant staff and contractors.
- Initiate and oversee the redesign of an RCLC brochure.
- Assist the Outreach Committee Chair in organizing meetings, planning events, and possibly providing day-of support for RCLC events, including Bird and Plant Walks, Open Houses, Family Days, Volunteer Work Days, etc. In the absence of the Outreach Committee Chair, perform Chair functions.
- Assist the Development Committee in preparing support materials, including event invitations, and assisting fundraising event planning.
- Assist and potentially coordinate select public events, including agenda preparation, participant outreach, venue selection, etc.
- Assist RCLC efforts to promote its message and advance fundraising efforts in the broader constituent community, including with supporters, business partners, civic organizations, and other nonprofit organizations.
- Create and periodically update an RCLC style guide; ensure that the style guide is applied across the organization's communication platforms.
- Perform other miscellaneous tasks and duties in support of RCLC communications, outreach, and organizational growth/development objectives.

Position Skills and Abilities

- High level communication skills, both written and verbal
- Strong design skills, using platforms such as Canva, Photoshop, InDesign, or similar
- Highly organized and efficient project manager
- Seasoned administrative skills, including proficiency with standard platforms like Google Drive or Microsoft Office suite
- Proficient in use of communications tools like Constant Contact, MailChimp, or similar
- Experience using the WordPress platform to edit existing websites is preferred
- Experience in managing social media accounts (Facebook, Instagram etc.)
- Experience with database management software like Salesforce or Little Green Light
- Entrepreneurial mindset, problem solver, results oriented
- A passion for the natural world and familiarity with conservation and nonprofit organizations
- Personal and/or professional Mendonoma experience a plus
- Spanish language proficiency highly desirable
- Scenic Gualala is the much preferred location; remote work considered

Terms & Compensation

Compensation for the Communications Manager position ranges from \$32.00 - \$36.00 per hour, depending on experience. The position is half-time, or 20 hours per week, but has potential to grow into full-time. Paid time off (PTO) includes vacation and sick time totaling 60 hours

annually (based on 20 hours per week). The position is also entitled to 50% time benefits on eight (8) holidays per year. Health insurance stipend considered.

How to Apply

Please submit a cover letter, resume, three (3) references, and two (2) writing samples in one PDF document to jelias@rclc.org with “Communications Manager” in the subject line. Applications will be accepted on a rolling basis until the position is filled.

RCLC is an equal opportunity employer. We are committed to creating an inclusive, values-driven work environment where all employees can thrive.