



**OUTREACH & COMMUNICATIONS COORDINATOR  
FULL-TIME, YEAR ROUND**

**The Nantucket Land Bank seeks a qualified individual with excellent communication skills for the position of Outreach & Communications Coordinator.**

The Nantucket Land Bank seeks a motivated and professional individual to serve as Outreach & Communications Coordinator. This is a year-round, full-time position for 35 hours/week. This position is responsible for interacting and building relationships to advance all forms of outward messaging and internal communication of the Land Bank. Other primary duties of this role will be to manage the Land Bank's social media accounts, e-newsletter, website, and events. The Outreach & Communications Coordinator will create and execute general and project specific outreach strategies. Qualified candidates will maintain a positive attitude and have an optimistic approach to challenges. It is imperative that the individual possesses excellent self-direction, can initiate ideas, and see projects through to completion. The candidate should possess a strong global awareness, ease in working productively with people from a wide range of cultural and socioeconomic backgrounds. Highly qualified candidates will confidently communicate in at least one other language in addition to English, with Spanish preferred. Occasional evening and weekend work required.

**Essential Functions and Duties**

- Direct content development and management for press releases, social media, website, e-newsletter and printed public information materials, including photography and graphic design and responding to followers' questions.
- Plan and execute website redesign/improvement with the web developer.
- Manage and improve trails app by working with the developer and key stakeholders and analyzing user data.
- Cultivate partnerships with key local media outlets and organizations to optimize press coverage and enhance brand visibility.
- Organize or provide logistical support for and participate in all events such as information or activity tables, workshops, lectures, community events and speaker presentations.
- Contribute to staff discussions on organizational strategy, growth, programming,

- projects and planning, and ensure information is disseminated as required.
- Design, direct, and implement an internal staff communication program to facilitate staff knowledge of ongoing projects and operations.
  - Work with other Land Bank departments to design and implement outreach programming.
  - Spearhead efforts to develop and implement DEI policy and increase equitable access to Land Bank properties and events.
  - Other outreach and communications tasks may be assigned as needed.

## **Requirements**

### Education and Experience:

- A college degree preferably in marketing, communications or a related field or equivalent work experience in social media management.
- Professional writing experience in communications, marketing, journalism, or fundraising.
- Strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.

### Knowledge, skills and abilities:

- Excellent communication skills and a willingness to speak with the public and deliver intended messages effectively.
- Familiarity across social media platforms and with analytics, trends, and algorithms. Ability to adapt quickly to new digital spaces.
- Excellent verbal communication and attention to detail. Ease in representing an organization through public presentations.
- Facility for collaborative relationship-building and appreciation for diverse constituent groups.
- High level of confidentiality, judgment, personal responsibility, and dependability.
- Maintain a positive attitude and optimistic approach to solving problems or challenges.
- Ability to manage a variety of concurrent responsibilities and activities efficiently.
- Capacity to work independently or as part of a team
- Possess initiative, be a self-starter and independently follow tasks through to completion.

A more detailed job description may be obtained at the Nantucket Land Bank website at [www.nantucketlandbank.org](http://www.nantucketlandbank.org). Salary is commensurate with education and experience; includes full benefits and potential for housing. Must have a valid driver's license. CORI check required.

Qualified candidates should email a cover letter, resume, and references to Susan Campese at [scampese@nantucketlandbank.org](mailto:scampese@nantucketlandbank.org).

**Application Deadline: November 1, 2024**

**Equal Employment Opportunity**

The Nantucket Land Bank is an affirmative action/equal opportunity employer and an alcohol and drug free workplace. We value potential employees' intellect, capacities, and work ethic.