



**Position:** Marketing and Communications Director

**Organization:** The Land Connection: Champaign, Illinois

**Reports To:** Executive Director

**Employment Status:** Full-Time, Exempt

**Salary:** \$45,000 - \$60,000; based upon experience and qualifications

**Benefits:** Full time employees of The Land Connection receive 100% employer paid health insurance, vision insurance, and dental care insurance, as well as 50% coverage for a first dependent and 25% coverage for a second dependent. Full time employees also receive life insurance and vacation, sick, holiday, and paid parental leave.

### Summary Job Description

The Land Connection seeks a full-time Marketing and Communications Director to develop and implement our marketing and communication strategy. They will work closely with the Executive Director and program staff to coordinate and support the promotion of organization activities. They will oversee the organization's brand and development of materials related to our brand. This position may require occasional travel and weekend/evening work.

### Primary Job Responsibilities

- Create and implement outreach and marketing strategies for the organization and programs
- Manage the organization's brand and public image, including maintenance of a style guide and templates
- Develop graphics, marketing content, materials, and messaging for print and digital resources, marketing materials, organization presentations, and external communications
- Manage social media across various platforms
- Manage email marketing, including the creation and distribution of e-newsletters and emails, as well as the management of email distribution lists
- Develop budgets and manage resources available for marketing and advertising campaigns
- In coordination with program staff, develop press releases and media kits for events
- Cultivate, expand, and maintain strong relationships with local organizations, institutions, and media outlets to promote the organization and our programming
- Help define and track indicators of success for engagement and outreach strategies, including for grant reporting
- Coordinate the development of multimedia projects (e.g. graphics, videos, podcasts, etc.), both internally and with assistance from contractors
- Ensure deadlines are met, projects are routed to appropriate stakeholders, work is completed in a satisfactory manner, and solutions stay within budget
- Oversee the production and distribution of organization merchandise and branded materials
- Identify crossover between projects and available technologies to streamline work processes, as well as create opportunities for collaboration



- Attend weekly staff meetings, check-ins, project meetings, etc.
- Other duties as assigned

### Skills and Qualifications

- Minimum of 3 years of professional work experience in marketing, public relations, communications, brand management, or a related professional area
- Strong storytelling skills, including excellent writing and proofreading skills
- Demonstrated ability to produce quality materials for a variety of audiences
- Experience with communications analytics, market research, competitive analysis, content management systems, and graphic design production (digital and print)
- Experience with collaborative software, project management software, and proofing management programs
- Experience with email marketing programs (e.g. Constant Contact) and targeted distribution lists
- Extensive knowledge of social media platforms, such as Facebook, Instagram, and X (formerly Twitter)
- Extensive web development skills, specifically knowledge of Wordpress
- Experience working with contractors, including graphic designers, website developers/managers, and printing companies
- Experience and demonstrated ability managing multiple priorities with competing deadlines
- Ability to work independently
- Strong project management skills, organization skills, time management, and attention to detail
- Ability to work at a computer for extended periods
- Must have a valid driver's license

Depending on the candidate, remote work may be considered. Candidate must be based in Illinois.

The Land Connection is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

### To Apply

Send a letter of interest, resume with three references, and up to three examples of your past work to [careers@thelandconnection.org](mailto:careers@thelandconnection.org). Applications will be accepted on a rolling basis.