



Communications Coordinator – Job Description

The Land Trust of Napa County (LTNC) is a nonprofit dedicated to preserving the character of Napa by permanently protecting land. In its 49-year history, LTNC has protected 96,000 acres—18% of the county.

The Land Trust offices are located in the City of Napa, near downtown. We offer competitive salaries, paid vacation and sick time, health, dental and vision insurance, retirement benefits, and family-friendly policies. Our team consists of motivated and passionate individuals who care deeply about our mission and enjoy working together.

Position Summary

We are seeking a detail-oriented Communications Coordinator (CC) to support our marketing, communications, and outreach efforts. As part of the Philanthropy team, the CC will be responsible for content writing and development, digital marketing, and public engagement to promote LTNC's mission and programs.

This is a full-time, non-exempt position with benefits. The Communications Coordinator reports to the Philanthropy Operations Director and works closely with other team members to ensure LTNC maintains a strong public presence and effectively engages supporters.

Primary Responsibilities

Content Creation & Messaging

- Develop compelling written materials, including press releases, blog posts, newsletter content, and donor communications.
- Craft engaging content for LTNC's social media, website, and printed materials.
- Maintain consistent messaging aligned with LTNC's mission and brand.

Digital Marketing & Social Media

- Manage LTNC's presence on Facebook, Instagram, LinkedIn, and other digital platforms, tracking engagement and adjusting strategies accordingly.
- Assist with website updates to ensure information is current and impactful.
- Assist with planning, scheduling, and implementing digital campaigns to increase community engagement.

Public Relations & Media Outreach

- Develop and distribute press releases to promote key initiatives.
- Cultivate relationships with local media outlets to enhance LTNC's visibility.
- Assist in managing responses to media inquiries and coordinating interviews as needed.

Event & Community Engagement Support

- Assist in event promotion and outreach efforts, including public engagement campaigns.
- Develop outreach materials that support LTNC's programs and fundraising initiatives.
- Collaborate with team members to ensure effective storytelling and audience engagement at events.

Collaboration & Strategy Implementation

- Work with the Philanthropy team to align communications efforts with fundraising and donor engagement strategies.
- Coordinate with staff members to ensure consistent branding across all communications.
- Monitor analytics and prepare reports to assess the effectiveness of campaigns.

Qualifications

Required:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field (or equivalent experience).
- 2-4 years of experience in communications, marketing, or digital media.
- Exceptional writing and editing skills with attention to detail.
- Experience managing social media platforms and email marketing tools.
- Basic knowledge of graphic design (e.g., Canva, Adobe Suite) and website management (e.g., WordPress).
- Strong organizational and time management skills with the ability to multitask.
- Ability to collaborate in a team-oriented environment while also working independently.
- Passion for land conservation, environmental sustainability, or nonprofit work.

Preferred:

- Experience working in nonprofit organizations or environmental advocacy groups.
- Familiarity with SEO, Google Analytics, and online marketing strategies.
- Knowledge of fundraising communications and donor engagement strategies.
- Experience with video production and content creation for storytelling.

Compensation & Benefits

Salary range: \$57,000 – \$65,000, based on experience. Full employee benefits and retirement plan including employee medical and dental benefits; retirement account with employer match; thirteen paid holidays and fifteen days of accrued vacation per year.

Work Environment & Physical Demands

This position primarily operates in an office setting but includes off-site event work. Occasional evening and weekend commitments are required. The role may involve lifting event materials up to 50 lbs.

To Apply

Please send a resume, cover letter, and writing samples to Kimberly@napalandtrust.org by June 1, 2025. Reference 'Communications2025' in the subject line. No photos or phone calls, please.