

Position: Marketing and Communications Manager

Application open until filled

Description: We seek a dynamic, self-starter to manage our marketing and communications efforts. The ideal candidate is someone with proven experience in nonprofit communications, who is dedicated to environmental justice, communicates using asset-based language, and is able to occasionally join in on worksites and with face-to-face outreach to our constituents.

The Marketing and Communications Manager is a shared position between [Grounded Strategies](#) and [Landforce](#). The position will be housed at Landforce and time will be split evenly between the two organizations. Grounded Strategies is a nonprofit working to improve community health through the process of advancing environmental justice, building capacity, and transitioning land use liabilities into community assets. Landforce is a social enterprise nonprofit that nourishes a culture of self-empowerment for people aspiring towards meaningful and stable employment, as we protect and improve the environment. Both Landforce and Grounded Strategies are committed to justice in the work we do and in the cultures of our respective organizations.

In a 2020 DEI survey conducted by an outside consultant, Landforce employees cited the organization's top values were teamwork, commitment to crew members, passion, integrity, and trust. The consultant concluded that there is a "uniquely high sense of trust in the organization," that employees also felt Landforce has strong leadership that reflects the goals and strategies and their everyday work, that the organization prioritizes a focus on diversity, equity, and inclusion, and that their work was respected, fairly evaluated and that they felt like their ideas and suggestions were used to improve the culture and operations of the organization.

This is a full-time (40 hours/week) exempt position (20 hours/week at each organization). The salary is \$40,000 per year plus a generous benefits package. At Landforce the position reports to the Executive Director, at Grounded the position reports to their Director of Operations.

Responsibilities:

Grounded & Landforce

- Update and maintain the organizations' social media presence (use of Instagram, Facebook, Twitter and LinkedIn)
- Create a digital marketing calendar and process to drive ongoing digital content
- Curate and organize images, videos, and audio to utilize across digital and social
- Assist in planning, writing and managing emails for CRM database (currently use Salesforce and MailChimp)
- Educate staff and board around new digital innovation and channels to tap for marketing efforts
- Draft, distribute and pitch news releases, media alerts and other stories

- Update and maintain the organization's websites (Wordpress) and liaising with website developers and consultants as needed
- Evaluate potential outside marketing and communication vendors and partners
- Collaborate with staff and board on new ideas, directions, channels and venues for marketing and communications
- Plan and facilitate Marketing Committee meetings to outline team responsibilities for contributing to the strategy
- Manage the yearly production of Grounded's Annual Report (Q2)
- Manage the annual production of Grounded's Year-End-Appeal Campaign (Q4)
- In addition to the above items, at Landforce, you will also be responsible for:
 - Managing the creation of our communications plan and then implementing the plan accordingly.
 - Assisting in organizing three volunteer days and one fundraising event per year.
 - Using asset-based storytelling techniques in all material and promote its use by staff, board and crew members through coaching sessions.
 - Drafting and distributing additional program-related print pieces including an annual report, crew recruitment flyers, and informational brochures.
 - Assisting with annual individual giving campaign including drafting letters, email, and social media components.

Qualifications:

- Demonstrated success using social media tools and platforms.
- Previous experience in marketing or communications.
- Working knowledge of word processing, PowerPoint, Excel.
- Proficiency in Adobe InDesign and Photoshop is highly desired. Knowledge of HTML and graphic design a plus
- An effective communicator, both written and oral, with strong experience in using asset-based messaging that respects the lived experiences of the communities and people with whom we work.
- Ability to communicate in a professional manner with press and community contacts.
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, and meet deadlines.
- Demonstrated enthusiasm for the missions of Grounded PGH and Landforce and the communities we serve.

Landforce and Grounded share a culture of respect and caring for our employees. Part of this culture is strongly encouraging everyone to be fully vaccinated so that we can protect each other from illness.

How to Apply:

Please email a resume and cover letter to Landforce Executive Director Ilyssa Manspeizer at ilyssa@landforcepgh.org. Applications will be reviewed on a rolling basis until the position is filled.