



The Land Institute
Communications Associate
Salina, KS

Part Time; temporary, through December 31, 2016

Background

Nearly forty years ago The Land Institute embarked on a mission about which we believe the world needs to know. We call it Natural Systems Agriculture. From the outset the goal has been to develop perennial grain mixtures to replace annual monocultures. When implemented the processes of nature's ancient ecosystems will return to the farm. We want to save our soils, reduce greenhouse gases from entering our atmosphere and toxic chemicals from being placed in our land and water. The story is simple, but can become complicated in a hurry for it involves genetics, ecology, soils, evolutionary biology and more. The Communications Associate will help us tell that story.

To learn more about the organization, please visit www.landinstitute.org

Position Description

The Communications Associate will play an integral role in implementing and supporting an interim communications plan. He or she will help get projects started and completed on time and on budget, and help herd the cats who need to collaborate to get it right. So a viable candidate must be well organized, accountable and detail-oriented.

Although success in this position will require some project management finesse, we need someone focused on how the larger public understands what The Land has been, is and intends to be. The Associate must mind his or her English and be comfortable with a diverse range of communications outlets, from social media and web development to marketing, multimedia, and strategic events.

To be effective the Associate will have to be able to grasp what's going on among our scientists and their partners, and help make it available in street level language.

The Associate will report to the Senior Development and Communications Officer (who travels out of Lawrence), but will work closely with staff across the organization, especially the development team. We need 20-25 hours/week of work time. We are committed to this position through December, 2016, but pending performance, fit, ongoing tasks, and resources, we may be open to discussions of a longer tenure.

Key Responsibilities

Serve as Project Coordinator for TLI's interim-communications plan including:

- Collaborate with TLI's science and development staff to get communication strategies defined and underway;
- Schedule and facilitate meetings with internal and external team members;
- Track progress toward goals. Serve as project coordinator for the implementation of special projects included in the communications plan;

- Coordinate contracts and payments to vendors and consultants (designers, photographers, videographers, writers);
- Track all communication expenditures against the budget;
- Prepare and submit expense reports.

Day-to-day management and execution of TLI's social media outreach including:

- Create and review social media content;
- Develop and execute social media campaigns;
- Develop and manage a social media and content priority calendar;
- Collaborate with staff to provide feedback and responses to posts on a daily basis;
- Test and refine new forms of outreach;
- Synthesize and report on metrics for social media effectiveness/impact.

Day-to-day management of the organization's website including:

- Ensure content is up to date and relevant;
- Recommend changes to content or architecture to enhance user experience;
- Ensure all links are functional and work with staff or consultants on search engine optimization, analytics and content changes outlined in the interim-communications plan.

Develop and maintain a collateral storage and filing system for the organization's key communications assets including images, copy, quotes, presentations, publications, etc. Update and track all related licensing agreements.

Assist with internal communications efforts; track and archive key institutional milestones and materials; assist in the preparation of talking points, remarks, event briefs, and other key communications tools for institute staff and leadership.

Monitor the organization's media mentions; track and log media queries; research media opportunities and assist with media outreach; respond or help staff respond effectively to media requests.

Qualifications

- Bachelor's degree in communications, English, journalism, marketing, or related field
- 3+ years of relevant job experience in communications or social media
- Successful experience managing complex projects and teams
- Strong written and verbal communications skills and editing experience, which includes an aptitude for grammar and style. A writing sample is required
- Passion for the mission of The Land Institute and/or experience (volunteer or paid) in a related field

Skills and Abilities: The following is intended to give an overview of the requirements of the position, but is not an exhaustive list.

- Proficient in MS Office – Outlook, Word, Excel, PowerPoint
- Ability to gather, interpret and present information and results gathered from online and social measurement platforms (Facebook Business Manager, Google Analytics, etc.) and the initiative to keep projects moving forward; self-starter mentality
- Disciplined work ethic

- Accuracy and attention to detail
- Demonstrated integrity and ethical standards
- Strong time-management and multi-tasking skills
- Exceptional verbal, written and interpersonal communication skills; ability to apply a common sense approach to issue resolution.
- Analytical skills; ability to assimilate large volumes of information, prioritize issues, form conclusions, determine appropriate action, and effectively translate complicated concepts into simple and understandable communications.
- Ability to work in a collaborative team environment.

To Apply

To be considered for this position, interested candidates should submit a resume, cover letter, and writing sample. Please direct all application materials and inquiries to communications@landinstitute.org.

The Land Institute is an equal opportunity employer.