Communications and Marketing Manager

Organization: North Carolina Coastal Land Trust

Reports to: Director of Development and Communications

Status: Full-time, exempt

Location: Wilmington, NC, or elsewhere in eastern North Carolina, with travel across the region

Salary range: $50,000 – $60,000, commensurate with experience

About the position

The Communications and Marketing Manager tells the Coastal Land Trust's story to donors, partners, media and the public. The role writes grants, runs social media and e-news, handles press and paid media, does in-house design, and keeps the website current.

About the NC Coastal Land Trust:
The Coastal Land Trust is a high-performing, accredited, regional land trust with a reputation for excellence. It works to enrich North Carolina through the conservation of natural areas and working landscapes, education, and the promotion of good land stewardship in the 31 counties of eastern NC. Since 1992, more than 91,000 acres of land with scenic, recreational, historic, and/or ecological value have been protected.

Key responsibilities

Storytelling

- Plan, write and post content on the Land Trust's social media channels, including Instagram, Facebook, LinkedIn, and TikTok as well as track engagement.
- Write, design, and send the e-newsletter and email campaigns, and keep email lists clean.
- Contribute to writing print newsletter articles and website blogs.
- Support overall storytelling goals and help gather stories from staff, landowners, and volunteers.
- Contribute to writing and posting blogs for the website.

Press and media relations

- Write and distribute press releases on land protection, preserves, events and partnerships.

- Build relationships with reporters and serve as a first point of contact for media requests.

Paid media and marketing

- Plan and place paid ads (digital, print and radio) within budget, and report on results.
- Pursue marketing opportunities such as sponsorships, partner promotions and community events that raise the Land Trust's visibility.

Graphic design and website

- Create in-house graphics, flyers, signs, social posts and printed pieces that follow the Land Trust's brand.
- Update website content, pages, events and photos, and keep information accurate.

Team support

- Support overall donor communications, appeals and events with copy and design
- Support grant writing as needed.
- Provide support for CRM automation set up.
- Maintain a photo and story library and provide support for photography and videography
- Other duties as assigned.

Qualifications

Required

- Bachelor's degree in communications, marketing, journalism, English or a related field, or equivalent experience.
- Three or more years of experience in communications, marketing or public relations, ideally at a nonprofit.
- Passionate about the mission and impact of NCCLT.
- Excellent writing and editing skills, with the ability to write for donors, funders, the press and social media.
- Excellent communication skills, with the ability to communicate effectively with landowners, government officials, volunteers, Board members and business and philanthropic representatives.
- Experience running social media accounts and email marketing platforms.
- Working knowledge of design tools such as Canva or Adobe Creative Suite.
- Experience updating a website through a content management system such as WordPress.
- Good computer skills and familiarity with Microsoft Office, including Teams, and an understanding of workplace technology trends.
- Ability to work independently and on their own initiative, with a proven ability to work with efficiency, flexibility and good humor.
- Success in roles requiring execution of multiple tasks while responding to multiple demands.
- Proven ability to remain focused in the face of pressure and deliver against timelines, without being intimidated by tasks or time limitations.

- Familiarity with the State of North Carolina, its government, culture, people and natural resources.
- Flexibility to work some evenings and weekends, with travel in eastern North Carolina.
- Valid driver's license.

Preferred

- Grant writing experience.
- Photography and video skills.
- Experience with media relations and paid advertising.
- Experience with a donor database or CRM.

Compensation, benefits and how to apply

Salary: $50,000 – $60,000, commensurate with experience.

Benefits: medical insurance; retirement benefits; disability and life insurance; generous paid holidays; vacation leave; family, medical and parental leave; professional development; wellness benefits and staff outings.

To apply: Submit one document that includes your resume and a cover letter outlining your qualifications and interests to the attention of Laura Wilson to jobs@coastallandtrust.org with the subject line "Communications and Marketing Manager." Priority application deadline is January 3, 2027. Applications will be reviewed on a rolling basis until the position is filled. For more information, visit www.CoastalLandTrust.org.

We believe a diverse workplace is critical to achieving our goals. We seek to recruit, develop and retain talented people from a diverse candidate pool, and we encourage people from structurally marginalized communities and experiences to apply. A frequently cited statistic shows that applicants from structurally marginalized and underrepresented groups often apply only if they meet 100% of the qualifications. No one ever does, so the Coastal Land Trust encourages you to break that statistic and apply. We look forward to your application!

The Coastal Land Trust is an equal opportunity employer and welcomes applicants of all backgrounds.