



## Communications Associate

**Type:** Full-time or part-time/contract at least 20 hours per week

**Compensation:** \$22-28/hour commensurate with experience + benefits for full/part-time

**Location:** Bel Air, MD

Harford Land Trust, the leading land conservation nonprofit in Harford County, seeks a Communications Associate to coordinate and execute printed materials and digital content and messaging. The ideal candidate is a skilled nonprofit communicator who can develop materials, effectively communicate stories, and foster community relationships. Please apply if you have at least two years of relevant work experience and a passion for land preservation in Harford County.

### Detailed Position Description

The Communications Associate helps to develop and implements an integrated communications plan and content strategy that creates brand identity; broadens awareness of programs and priorities; increases organizational visibility and connection with key audiences; and increases donor support and retention.

The person is expected to work well in a team setting but also be a self-starter and capable of managing projects/tasks independently. Ideal candidates are creative, resourceful, conscientious professionals who don't mind wearing multiple hats and like rolling up their sleeves to get work done.

Candidates must be deeply committed to HLT's mission and be excited about engaging with individuals and partners about land preservation in Harford County. The Communications Associate may have interactions with HLT's Board of Directors, partner organizations, and volunteers.

### Responsibilities

- Collaborate in the development and implementation of HLT's annual marketing and outreach plan
- Lead on visual communication, including graphic design, layout, and brand and visual content guidelines
- Maintain MailChimp contact information and create monthly emails
- Maintain website content, including coordination with web developer consultant
- Lead social media initiatives including developing and updating content and administering social media platforms (Facebook, Instagram, YouTube)
- Solicit photo contributions and maintain HLT's photo library
- Develop press releases, coordinate letters to the editor, and maintain press contact information
- Use analytics to improve HLT's digital presence
- Prepare talking points, presentations and supporting materials (print and digital) for a variety of audiences
- Assist with the development of content for donor appeals, donor circle communications, and acknowledgement letters
- Support program staff with event communications for program related events (informational webinars, property clean ups, property tours, etc.)
- Assist with the administration of HLT's outreach efforts, including [Harford Legacy Farms](#) and [Grow Wild](#)

While this description is a fair representation of the Communications Associate position, it is not a complete list of all responsibilities. HLT seeks a full-time staff person but may consider strong candidates that prefer part-time or contract work of at least 20 hours per week.

### **Qualifications**

- Bachelor's degree and at least two years of relevant professional working experience (additional professional work experience and other educational qualifications/credentials may be considered in lieu of a Bachelor's degree)
- Excellent writing, editing, and verbal communication skills
- Proficiency with Microsoft Office (Excel, Powerpoint, etc) and graphic design software (Adobe, In-design, Canva, etc), and Google Drive
- Superior organizational skills with ability to project manage/prioritize to meet deadlines
- Events management experience
- Competency using Little Green Light, MailChimp, and/or other cloud-based CRM software
- Nonprofit experience is not required, but is a plus
- Conservation, environmental, or agriculture experience is not required, but is a plus
- Knowledge of and connections with Harford County is not required, but is a plus

### **Personal Attributes**

- Personal passion for land conservation, the environmental, rural communities, and the outdoors
- Disciplined self-starter, capable of working independently as well as part of a team
- Attention to detail
- Can adapt to changing priorities and address opportunities and challenges with common sense, strategic thinking, and appropriate engagement with manager
- Demonstrates problem-solving skills and ability to learn on the job
- Natural relationship-building skills
- Inspires trust and confidence through strong work ethic, attention to detail, and commitment to results
- Thrives in a fast-paced work environment, while maintaining patience, good humor, and professionalism

### **Working Environment**

- Primarily office-based work (Bel Air, MD); flexible work arrangements available but must be able to come into office on average 80% of work time
- Staff must be able to carry materials to and from meetings/events
- Occasional evening and weekend events
- Occasional automobile travel within Harford County; staff must have own vehicle and valid driver's license (mileage will be reimbursed)
- Occasional walking over rough terrain

### **Compensation**

- Starting salary of \$22-28/hour commensurate with experience
- Paid leave benefits for full or part-time employees
- Time in lieu for hours over standard, for full-time staff
- Healthcare, dental, and vision plans for full-time staff
- Retirement contributions for full-time staff
- Professional development opportunities for full or part-time staff

## Equal Employment Opportunity

HLT's provides equal employment opportunities to all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex or age, or other status protected by law. We proactively seek employees from varied backgrounds for the greater enrichment of the organization. HLT aims to have our membership, volunteer base, and board reflect the diversity of Harford County.

Employees are selected based on ability or assessed potential to meet the specific job-related requirements as stated in the job description as well as the needs of the HLT. All employee and consultant appointments are approved by HLT's Executive Director.

## How to Apply

Interested applicants should email a cover letter, resume, writing sample of at least 500 words, and contact details for three professional references to [apply@harfordlandtrust.org](mailto:apply@harfordlandtrust.org). The position is open until filled.

*We do not accept solicitations from job placement services. No phone calls, please. Nothing in this job description or posting guarantees employment.*

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## Who We Are

Harford Land Trust (HLT) is an established and growing nonprofit committed to preserving open space and natural resources in Harford County, Maryland. The land trust has preserved open space, cared for natural resources, and connected people to the land in Harford County since 1991. HLT is a nationally accredited land trust through the Land Trust Accreditation Commission.

Today, HLT is widely respected for our record of success, community engagement, technical expertise, respectful and creative approach to partnerships, and fiscal strength, integrity, and responsibility. We are committed to high-quality work and operate as a learning organization with a work culture based on professionalism, teamwork, and openness.

HLT has helped to preserve 16,000 acres and owns four conservation preserves, all of which are open to the public. We also hold conservation easements on 1,750 acres, and assist individuals, communities, county and state governments, and Aberdeen Proving Ground with land preservation and related conservation goals. Some of our most well-known projects include the protection of Kilgore Falls (also known as Falling Branch), Belle Vue Farm (on Oakington Peninsula), Foster Branch Park, and the expansions of Eden Mill Nature Center, Anita C. Leight Estuary Center, and Stoney Demonstration Forest.

This is an exciting time to join HLT. Our visibility and base of engaged members has never been greater. Recent successes have led to a growing list of new land preservation projects, partnerships, and community outreach opportunities. To learn more about our work and strategic vision, read our [2023 – 2028 Strategic Plan](#) and our [2024 Annual Impact Report](#).