



Sudbury Valley Trustees

Communications Manager

Full-time position (37.5 hours per week)

About SVT

Sudbury Valley Trustees (SVT) actively conserves natural areas and farmland in 36 communities between Boston and Worcester. We protect some of the region's most important forests, wetlands, and grasslands—natural areas that support wildlife habitat, working farms, and recreational trails. See more at svtweb.org.

- SVT cares for more than 6,200 acres on over 200 properties, has protected more than 85 miles of hiking trails, and provides an array of public educational programs and recreational outings.
- SVT is a dynamic, forward thinking land trust and we come together to achieve our mission through three strategies:
 - We protect land by assisting communities and other organizations with local efforts along with working with land owners to permanently conserve their parcels
 - We take care of natural areas. We actively work to steward the land, ensuring that the values that originally inspired protection are cared for in perpetuity.
 - We provide people with opportunities to connect with nature and to act for conservation. SVT recognizes that we must engage a greater number of people to care and act for natural areas, and we work to provide a diversity of opportunities for people of all ages to learn more about our region's open spaces and wildlife.
- SVT is accredited by the national Land Trust Accreditation Commission.
- SVT achieves this success thanks to the efforts of our tight-knit team of 14 professional staff members, an all-volunteer Board of Directors, the hard work of more than 200 volunteers, the support of more than 2,000 member households, and numerous collaborations with partner organizations.
- SVT's current 5-year strategic plan may be found at <https://www.svtweb.org/about-svt/svt-strategic-plan>

About This Position

SVT seeks a Communications Manager who is passionate about the environment and interested in using their skills on behalf of a growing nonprofit. The Manager will report to the Director of Development and be part of a small, collaborative development, engagement, and communications team.

This position focuses on collaboration, creativity, and storytelling and will work across teams to create insightful and inspiring narratives of SVT's on-the-ground work. The Communications Manager will steer SVT's brand expression and connect the 73-year-old organization with new audiences with inspiring and creative content in print, web, email, and social media. A person who is energized by creatively thinking about impactful methods of sharing SVT's long-term, partner-driven work and catering content to our various audiences will excel in this role.

Responsibilities

Communications

- Work closely with SVT's Executive Director and Director of Development to ensure cohesive messaging across the organization
- Manage print production for a wide range of products: solicit quotes, schedule jobs, prepare materials for production
- Manage trail kiosk content updates and replacements across all properties
- Produce monthly e-newsletter, Nature Sightings email, and other periodic mass emails
- Produce printed annual impact report and 3x/year printed newsletter
- Design materials in InDesign and Canva and copy edit materials organization-wide
- Constant Contact / email platform list management (segmentation, list hygiene, unsubscribe compliance)
- Develop and sustain processes for collecting and documenting impact stories year-round
- Review SVT communications to ensure messages meet inclusivity and brand standards
- Manage photo library: label, organize, track usage rights and credits in photo management app

Branding & Marketing

- Manage SVT branding guidelines: style guide (colors, fonts, messaging, design)
- Coordinate organization rebranding with consultant (prospective)
- Manage email analytics and deliverability best practices; analyze performance and recommend improvements

Social & Traditional Media

- Manage Facebook, Instagram, LinkedIn, and other accounts using best practices; design and produce compelling content: videos, images, and copy aligned with org priorities
- Grow following and engagement across all platforms
- Send press releases to raise awareness of SVT across the region

Website & Online Store

- Own and manage website content updates on a day-to-day basis
- Conduct periodic full website audit and redesign process; manage vendor relationship
- Manage online store, and design products for online store

Qualifications

Required

- Interest in SVT's mission and commitment to the values of nature stewardship
- Strong communication skills and confidence in facilitating collaborative, creative projects across multiple teams
- Excellent writing, editing, and proofreading skills and ability to adapt voice to meet organization and audience
- Experience with website building platforms such as Wordpress, Squarespace, or a similar web platform (SVT's website is currently hosted in Drupal)
- Knowledge of email marketing platforms (e.g., Constant Contact)
- Demonstrated graphic design skills (e.g., Adobe Creative Suite and Canva).
- Social media and email content management and production
- Strong computer skills including Microsoft Office, Video Conferencing, Google Workspace including Email, Calendar, and Drive
- Self-starter, who collaborates well and follows through independently
- High level of organization and ability to plan proactively to complete concurrent projects with varied timelines and priorities
- Ability to interact professionally and enthusiastically with colleagues, donors, and volunteers
- Must embrace and participate in a collaborative, teamwork-based, small-office culture
- Ability to prioritize projects and manage multiple deadlines
- Strong attention to detail

Preferred

If you feel you would excel in this role and have alternative/equivalent experience you are encouraged to apply.

- 3+ years of experience in communications, marketing, or related context.
- Progressively responsible experience in the nonprofit sector
- Science communication skills
- Relevant education, training or equivalent experience
- Experience with rebranding or nonprofit branding and marketing
- Experience with video editing is a plus

Location & Schedule: Hybrid: Home and 18 Wolbach Road, Sudbury, MA 01776

SVT prioritizes our staff well-being with flexible work schedules. Staff work in-office at least two days per week. In-office schedule will be coordinated with the direct supervisor and adjusted as needed. Evening and weekend work will be required as needed to perform job duties and support occasional events.

Additional Information

- Reports to Director of Development
- Full-time, exempt 37.5-hour/week position
- SVT prioritizes a supportive and friendly workplace.
- First review of applications is anonymized
- Human beings will review all applications. Robots and AI are not involved in our hiring process.

Compensation

- Full-time Salary Range: \$67,000 - \$82,000
- Actual salary will reflect the level of experience and qualifications relative to the position requirements. SVT has established pay bands and equitable salary processes.
- Benefits for full-time and some part-time positions:
 - Health, Dental, and Vision insurance
 - Flex Savings and an HRA plan
 - 401(k) plan with full vesting and matching from date of hire
 - Generous paid time off benefits including an 8-week sabbatical after 7 years of service and parental leave above state requirements

To Apply:

- Please email resume, cover letter (describing why you are a good fit for the role), samples of your communications and graphic design work, and two references to hr@svtweb.org.
- Emailed submissions should include the subject line: "**CM_[family/last name]**".
- We will begin reviewing applications immediately, and the job will remain open until filled.

No phone calls, please. Specific questions (within reason) about the role that may inform your decision to apply may be emailed to svt@svtweb.org.

As an Equal Opportunity Employer, Sudbury Valley Trustees aims to create a thriving, inclusive workplace that values each member of our team and reflects and effectively serves the diverse communities of Boston's Metrowest region. SVT is committed to fairness and equity throughout our internal operations. Equity and inclusion are priorities as we strengthen and continue to diversify our team so that we can serve and expand the region in all aspects of our work.