



Celebrating 30 years  
connecting land and people

**PRICKLY PEAR  
LAND TRUST**

**POSITION TITLE: Communications Coordinator**

**REPORTS TO:** Communication & Development Manager

**SUPERVISES:** No existing positions

**COMMITTEE PARTICIPATION:** Events and Conservation & Recreation Committee

**STATUS:** Full-time exempt

**SALARY:** \$45,000-\$50,000

**CLOSING DATE:** Open until filled

**ABOUT PRICKLY PEAR LAND TRUST**

Prickly Pear Land Trust (PPLT) is a nationally accredited, robust regional land trust in Montana whose mission is to connect people to the land. Headquartered in Helena, Montana, and serving a four-county region, PPLT operates three main programs: Trails, Lands, and Community Conservation.

PPLT is a group of dedicated, passionate, ethical, and solutions-focused individuals. Human connections and relationships are at the core of their work and success. PPLT staff and leadership have built a Happy Trails culture that embodies: health, inclusivity, sustainability, connection, and fun!

PPLT is an equal opportunity employer and encourages People of Color, people with disabilities, and LGBTQ+ individuals to apply. Studies have shown that women, nonbinary folks, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. PPLT is committed to building a diverse and inclusive company and we are most interested in finding the best candidate for the job. PPLT would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.

For over 30 years, PPLT has had a deep history of partnerships with public and private landowners – projects over the years have built out a nationally renowned public land estate in Helena's South Hills, with one of the best trail systems in the region. Encompassing over 90 miles of trails, on a run, hike, or ride in the South Hills, you cross lands owned by the Forest Service, City of Helena, Bureau of Land Management, PPLT, and private citizens, but never leave a PPLT-influenced trail.

Through conservation easements and purchases, PPLT's private lands program partners with working ranch families to protect open space and habitat from subdivision and development. We make conservation a viable financial option.

In our Community Conservation program, PPLT expands access to nature close to home, helping to get folks outside regardless of age or ability. Delivering opportunities like those at Tenmile Creek Park and The Grove in East Helena - creek access, trails, and educational programming - to underserved segments of the community is key to expanding the "conservation tent".

The next 25 years will be a time of immense growth as the organization exponentially expands these three focus areas. With pillars such as innovation, adaptability, equity, inclusivity, and community first, PPLT will continue to transform its service area to meet the needs of an evolving region.

## **POSITION SUMMARY**

Prickly Pear Land Trust seeks a dynamic communications professional who is passionate about conservation, storytelling, community building, and fundraising. A successful candidate will bring curiosity, creativity, and attention to detail to researching, reporting, writing, and producing multimedia content that makes PPLT the region's trusted source for conservation and recreation information. This individual values relationships and team culture, demonstrates curiosity and passion about strategy and analytics, and is motivated by clear fundraising and communications goals. The communications coordinator is a crucial member of the development and communications team, which is tasked with ambitious annual fundraising goals, including hosting two flagmark community events (the Don't Fence Me In Trail Run in the spring and the Harvest Moon Banquet and Auction in the fall). Team members must be adept at multitasking and time management and bring adaptability, enthusiasm, and positivity to a dynamic environment that is fun, rewarding, and demanding. This is a full-time position that reports to the communications and development manager.

## **GOALS & ANNUAL RESPONSIBILITIES**

- Forge partnerships and advocate for a community vision of conservation and recreation by cultivating strong working relationships with the Board of Directors, committee members, and other partners; representing PPLT in the community with professionalism and integrity; and preparing presentations for leadership.
- Inspire and engage our community by executing a multichannel communications strategy that makes PPLT a go-to resource for conservation and recreation news. Create compelling original multimedia content that showcases the work of PPLT by identifying, researching, writing, and editing stories about our people, programs, and community. Strong research and writing skills are essential to success.
- Build and manage PPLT's brand and reputation through strategic content creation for our website, print and email newsletters, and all owned media. Passion for and curiosity about audiences, analytics, SEO, online forms, lists, data, and digital asset management are crucial to success.
- Grow PPLT's social media presence by developing a social strategy, creating and distributing compelling content, using best practices to grow PPLT's online community, and tracking and reporting on social benchmarks and trends.
- Collaborate with program staff to develop strategies, messaging, and collateral that support program goals, including communications plans, emails, articles, social media, press releases, postcards, posters, surveys, presentations, etc.
- Increase giving by individuals and organizations by developing messaging and collateral for development campaigns (focusing on annual and recurring giving) and helping to plan and host fundraising events, including the annual Don't Fence Me In Trail Run and Harvest Moon Banquet and Auction.
- Grow our volunteer program through strategic communications and stewardship efforts.
- Develop a merchandise program that advances PPLT's brand in our service area.

## **REQUIRED QUALIFICATIONS**

- Passion for the outdoors and conservation.
- Bachelor's degree or equivalent work experience.
- At least three years of professional or volunteer experience in communications, development, or related field or position.
- At least one year of experience in project management and coordinating teams.
- Demonstrated ability to research, write, edit, and proofread digital and print content for a range of audiences and purposes.
- Proficiency with digital communications tools, including WordPress, Facebook, Instagram, Canva, etc.
- Experience working and communicating with a wide range of people and backgrounds.

- Prioritize tasks, work efficiently under pressure, meet demanding deadlines, and pay attention to details in a fast-paced environment.
- Embody the Happy Trails culture (connection, health, sustainability, inclusivity, and fun).
- Genuine interest in and ability to prioritize diversity, equity, and inclusion at all times.
- Abide by PPLT's Code of Ethical Conduct.

### **PREFERRED QUALIFICATIONS**

- Experience in Adobe Creative Suite.
- Website and digital asset management in WordPress, FileCamp, or Shopify.
- Personal or professional experience in social media and photography or videography.
- Experience working with databases, including managing and tracking data.

### **ADDITIONAL JOB INFORMATION**

- This position requires some evening and weekend work, including attending monthly board and committee meetings.
- All staff are required to work at the Don't Fence Me In Trail Run in May and the Harvest Moon Banquet and Auction in September. Both are held on Saturdays.
- The probation period is 12 months.

### **BENEFITS INCLUDE**

- Competitive Compensation
- Health Insurance and Health Savings Account contributions
- Simple IRA retirement contributions after 6 months of employment
- Paid Time Off: 20 days per year + 10 paid holidays
- Eligible for a 3-month sabbatical after 5 years of continuous employment
- Collaborative work environment
- PPLT is a place where employees can be their authentic selves, and we value their lived experiences and expertise
- Flexible in-office and remote work policy (after completing the probationary period)

### **TO APPLY**

- Send a cover letter, resume, and at least three examples from your creative portfolio. Examples should showcase your writing ability in short and long forms and multimedia skills (photography, video, social, etc.). Email all files to Associate Director Rachel Rountree at [rachel@pricklypearlt.org](mailto:rachel@pricklypearlt.org). No phone calls, please.
- Preference will be given to applications submitted by Saturday, Feb. 18, 2025.
- The application process will include two interviews and an onsite content creation assignment.
- The position will remain open until filled.