



Land Stewardship Project Job Announcement*

- **Job Title:** Communications Specialist
 - **Reports To:** Advancement Director
 - **Salary Class:** Specialist/Organizer
 - **FLSA Status:** Exempt or nonexempt, depending on the final salary offer
 - **Hours:** 100% FTE — 40 hours per week; occasional work on weekends and evenings
 - **Salary Range & Benefits:** \$45,000 – \$65,000 FTE annually (starting organizers/specialists should expect to land on the lower part of the range between \$45,000 - \$55,000) *To determine salary, we use a salary calculation system which takes into consideration nontraditional backgrounds, lived experience, community involvement, work experience, training, degrees, certifications, and more.* Go to: <https://landstewardshipproject.org/opportunities/> — “LSP Benefits Package” — for additional information.
 - **Location:** This is a hybrid work position and will require working from one of three Land Stewardship Project offices, work in the field, and work from home.
- Note:** This is a union-eligible position with bargaining unit OPEIU Local 12.
- **Description revised:** March 2024

Summary:

The Land Stewardship Project’s Communications Specialist will collaboratively develop and execute engaging print and digital content, digital organizing tactics, and campaign level communications plans for both the Land Stewardship Project (LSP) and its 501(c)4 political action organization, the Land Stewardship Action Fund (LSAF).

During its four-decade history, the Land Stewardship Project has emphasized storytelling as a key way to lift up member voices, shift the dominant narratives in agriculture, and ultimately bring about positive change in our farm and food system and across rural communities.

This role will contribute to the work of LSP by implementing communications strategies to help achieve LSP’s mission and meet organizational goals around base building, grassroots organizing, and farmer-to-farmer outreach. The person in this role should be familiar with grassroots organizing practices, be able to communicate effectively across differences, and understand the pluralism of rural communities.

The Land Stewardship Project has a distributed communications structure, meaning we have a small but mighty communications team and that staff across the organization hold various communications responsibilities, as they are the closest to the on-the-ground work. The Specialist will be a new member of our communications team and part of the Advancement

Department, bringing added capacity and support to the organization with clear strategy, best practices, training, and day-to-day execution of communications needs. The Advancement Department holds workplace values of collaboration, communication, compassion, creativity, and honesty.

Responsibilities:

- **Alongside the Advancement Director, develop successful traditional and digital communications strategies.** Work across teams to help shape overarching communications campaigns for LSP and LSAF. Build campaigns that grow our base of supporters, expand our reach, and secure new member engagement and retention.
- **Develop key messages and narratives across LSP.** Via a values-based lens, use narratives to create clear and consistent messaging. Work with staff and support member-leaders to amplify LSP's key messaging and share their stories with various audiences.
- **Manage LSP and LSAF e-mail and paid digital organizing program.** Manage our e-mail program (Targeted E-mail via EveryAction) and paid digital campaigns. Produce regular e-newsletters, design campaigns, edit content, assist with audience creation, and track key performance indicators (KPIs). Act as the point person to manage paid digital advertising on Facebook, Google, and other platforms.
- **Manage LSP & LSAF organic digital engagement.** Lead staff person on all social media outlets. Co-administer organizational websites, set-up peer-to-peer texting campaigns and create digital toolkits.
- **Develop and track measures of success for organizational communications.** Develop and track key performance indicators for LSP and LSAF, e-mail programs, social media, websites, and Google analytics, etc. Work across teams to use data to evaluate success and improve outcomes. Utilize our data management system (EveryAction) to streamline and strengthen communication.
- **Work with the Advancement Director and team to develop and facilitate staff training with the goal of advancing skill-building in communications.** Help design and facilitate communication training, work one-to-one with staff, and assist in the creation of staff communication skill development plans.

Qualifications:

These qualifications are suggestions for what a successful candidate may offer. You do not need to check every box on this list and you may bring more to this job than what is named below.

You demonstrate effective communication:

- You bring 2-4 years of experience in journalism, marketing, digital communications, or grassroots organizing. You can identify and connect with diverse audiences, build and distribute persuasive messaging, translate complex ideas into understandable language and visuals, tell emotionally compelling stories, and move people to action. You have strong writing skills, are familiar with the Associated Press news writing style and the Chicago Manual of Style

publication guidelines. Your graphic design skills are a strength, and you are comfortable using software systems like Canva, WordPress, and Adobe InDesign.

You have a commitment to equity and creating change through grassroots organizing:

- You bring a deep knowledge of rural communities and the rural lived experience, farming systems, and critical issues related to food, farming, social change, and the environment. You understand, support, and can effectively communicate LSP's mission, overall programs and strategies, and LSP's analysis of economic, racial, and gender justice. You may have experience working with nonprofit organizations that organize with both a 501(c)3 and 501(c)4 status.

You are an authentic relationship builder with members, partners, and colleagues:

- You are enthusiastic about working as part of a dedicated team, adapt to changing circumstances, and can pivot as needed. You are comfortable with ambiguity and have a willingness to dig into complex topics. You can bring people together over common interests from different backgrounds economically, racially, geographically, etc.

You are goal-oriented and motivated to achieve results:

- You are excited about evaluation and experimentation and bring a willingness to listen and learn in this role. You demonstrate a track record of effective communications and campaign management. You have experience utilizing technology tools like CRMs and e-mail management platforms, particularly EveryAction, and office suites like Microsoft 365 or Google Workspace.

Travel:

Expected travel for rural office visits, field events and meetings. Must have a valid driver's license, reliable vehicle, active registration, and insurance. Mileage reimbursement is compensated at the federal standard.

Supervisory Responsibilities:

None.

Work Environment:

This is a hybrid work position and will require working from one of three LSP offices, work in the field, and work from home. Our physical offices are in Lewiston, Minneapolis, and Montevideo, Minnesota. You must have a dedicated workspace where you are able to maintain work hours reflective of office hours (Monday to Friday, 9 a.m.-5 p.m.). We will provide you with or support the technology necessary to complete your job duties. We have staff in both Minnesota and Wisconsin.

Physical Demands:

This is a computer/office work-based role which requires extended periods of stationary positions such as sitting or standing. Occasional physical demands could include setting up for

events, loading and unloading materials for training, tabling at outreach events, filming and photography at events or on farms. This would require the ability to carry 20-60 pounds, and bend or stand as necessary.

To Apply:

In one PDF document include:

- In lieu of a cover letter, please submit responses to these two brief questions:
 - 1) In 250 words or less, why do LSP's values of stewardship, stewardship, justice, democracy, health, and community resonate with you?
 - 2) In 250 words or less, share with us a past experience or project in which you've had to bring together diverse voices to communicate a shared vision or narrative.
- Resume
- One writing sample (no more than 1 page)
- One graphic design sample

Submit the application to jobs@landstewardshipproject.org, with "Communications Specialist: YOUR NAME" in the subject line. Attention: Natalia Espina, HR & Operations Director. The application deadline is **Monday, April 22, at midnight**. No telephone calls please. References upon request.

The Land Stewardship Project provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type on the basis of a person's race, color, creed, religion, age, sex (including pregnancy, childbirth, and related disabilities), national origin, political or union affiliation, disability, genetic information, marital or familial status, status with regard to public assistance, protected veteran status, membership or activity in a local commission, sexual orientation, gender identity or expression, or that of the person's friends, relatives, or associates, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Applicants with Disabilities: Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. If you are seeking accommodation, please contact jobs@landstewardshipproject.org.

Women, Black, Indigenous and people of color (BIPOC), LGBTQIA+ candidates, people with disabilities, as well as rural and urban farmers are strongly encouraged to apply.

**This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee.*