



LANCASTER FARMLAND TRUST
Communications Coordinator
Job Description

Lancaster Farmland Trust seeks a motivated, experienced candidate to join our team as a Communications Coordinator. Lancaster Farmland Trust (LFT) is a private, non-profit organization with a mission to preserve and steward Lancaster County's beautiful, productive farmland. LFT has preserved more than 32,000 acres of farmland, and has become one of the most successful land trusts in the nation.

Lancaster Farmland Trust has a robust development and communications department whose responsibility is to develop, coordinate, and implement fundraising and communications strategies that engage the community, further the mission of the organization, and ensure its long-term viability and sustainability.

Position summary:

As the organization's chief storyteller, the ideal candidate will have the ability to effectively articulate the impact of the organization by creating multi-platform content that moves a variety of audiences to engage with our mission. The Communications Coordinator's work will play a critical role in expanding the organization's base for support. The ideal candidate is a self-directed, multi-tasker with a discerning attention to detail. They should also be versed in design and photo editing software.

While an ideal candidate does not necessarily need experience in agriculture and farming, they must be philosophically committed to the mission and vision of the organization and willing to work efficiently and imaginatively to ensure LFT's fundraising/outreach programs are successful. This position reports to the Director of Development and Communications and will be responsible for implementing the communications objectives of an annual communications and development plan as well as other strategic initiatives.

Duties and Responsibilities:

- I. Brand Relevance and Accessibility
 - Serve as primary strategist, content creator and designer for all print publications and electronic communications.
 - Identify and implement unique messaging for various audiences.
 - Identify new audiences and cross-promotion opportunities via partnerships.

- Develop and implement a pro-active social media strategy.
- Maintain and update website.
- Maintain organizational style guide.
- Stay informed of current marketing and digital trends and functionality. Advise staff and Board of Trustees on these issues.

II. Press and Public Relations

- Establish and maintain relationships with members of the press.
- Monitor media for relevant news stories.
- Work with staff to develop and distribute feature stories, op-eds, press releases and other earned media.
- Coordinate staff and Board statements to press.
- Maintain and organize press history.

III. Events

- Work in tandem with Development and Communications Associate to organize successful fundraising and outreach events.
- Identify key messaging for events.
- Develop promotional materials.
- Oversee development of event collateral including booth displays, takeaways and audio/visual deliverables.

IV. Organizational and Other

- Represent the Trust at community functions and through professional affiliations.
- Assist with and coordinate correspondence with Board of Trustees, donors, volunteers and other interested parties.
- Other duties as assigned by the Director of Development and Communications and the Executive Director.

To apply, email cover letter and resume to Amanda Hickle at ahickle@lancasterfarmlandtrust.org. For questions, call 717-687-8484.