



## **Communications and Engagement Director**

*Inland Northwest Land Conservancy*

**Location:** Spokane, WA / Coeur d'Alene, ID

**Employment Type:** Full-time, Exempt

**Salary:** \$80,000 - \$85,000 DOE

**Reports to:** Executive Director

---

### **About Inland Northwest Land Conservancy**

At *Inland Northwest Land Conservancy* (INLC), we are dedicated to protecting and restoring the lands and waters that sustain our communities and define the beauty of the Inland Northwest. For more than 30 years, we have worked alongside landowners, businesses, and local partners to conserve critical natural spaces—forests, rivers, wetlands, open spaces, and wildlife corridors—ensuring they remain vibrant and accessible for generations to come.

We are a **trusted, growing, and well-established nonprofit land trust** making an impact in eastern Washington and northern Idaho. As we expand our influence and accelerate our conservation efforts, we are looking for a **strategic and creative marketing and engagement professional** to help tell our story, strengthen our brand, and inspire deeper connections between people and the land we protect.

This is an exciting time to join INLC. With new conservation projects on the horizon, a dedicated team, and a network of supporters, we are poised for a new chapter of growth and engagement. The **Communications and Engagement Director** will play a key role in shaping how our mission is shared, understood, and supported across our region.

---

### **About the Role**

The **Communications and Engagement Director** is responsible for **expanding INLC's visibility, strengthening our brand presence** across multiple platforms, **and deepening community engagement** throughout our service area. This position is well-suited for an experienced communicator who enjoys crafting compelling narratives, designing effective outreach strategies, and building lasting connections with diverse audiences—from donors and corporate partners to conservation advocates and the general public.

This senior-level role offers a unique opportunity to **blend creativity with strategy**—overseeing everything from marketing campaigns and media relations to community engagement initiatives and major public events. You'll be leading efforts to **enhance brand consistency, evaluate program effectiveness, and ensure our messaging resonates with key stakeholders.**

The Communications and Engagement Director will also **cultivate relationships** that support our conservation mission, working closely with corporate sponsors, community leaders, Tribal partners, volunteers, and landowners. This role requires a balance of **big-picture thinking and hands-on execution**, with the ability to track progress, measure impact, and adapt strategies to increase our effectiveness.

A core member of the Conservancy's **leadership team**, this position will work closely with the **Executive Director, Philanthropy Director, and Stewardship Team**, while also supervising the Events and Volunteer Manager and external creative partners.

---

## Key Responsibilities

### Marketing, Branding & Communications

- **Enhance and refine INLC's brand identity** to continue increasing recognition and engagement.
- Oversee **content creation** for newsletters, website, social media, and print materials.
- Manage **press relations and earned media**, ensuring strong relationships with local and regional outlets.
- Lead the **evaluation and evolution of engagement strategies**, tracking effectiveness.

### Community Engagement & Events

- Plan and execute **signature engagement events**, including Common Ground, volunteer appreciation, and donor outreach programs.
- Expand **corporate partnerships** by creating engagement opportunities for business supporters.
- Coordinate with the **Stewardship Team** to promote hands-on conservation experiences for volunteers.

- Develop systems to **recruit, train, and celebrate volunteers**, strengthening participation.

### **Strategic Partnerships & Relationship Management**

- Strengthen and track relationships with **media, conservation organizations, Tribal partners, corporate sponsors, elected officials, and community leaders**.
  - Represent INLC at **public events, speaking engagements, and community meetings**.
  - Work with the **Philanthropy Team** to align messaging with donor outreach.
- 

### **What We're Looking For**

The successful candidate will bring:

- ✓ **Passion for conservation** and a commitment to increasing public engagement.
- ✓ **Strong strategic thinking and creativity**, with experience in growing brand awareness.
- ✓ **Strong writing, storytelling, and communication skills** across multiple formats.
- ✓ **Proficiency in marketing, branding, and digital engagement tools**.
- ✓ **Ability to analyze and measure impact**, adjusting strategies for greater effectiveness.
- ✓ **Experience leading events, marketing campaigns, and outreach efforts** with a focus on engagement.
- ✓ **A collaborative and proactive mindset**, working well across teams and communities.

### **Minimum Qualifications:**

- At least **5 years of experience** in marketing, communications, or public engagement. A bachelor's degree or equivalent experience is preferred but not required.
  - Experience in **brand management, digital strategy, event planning, and media outreach**.
  - Proficiency in **design programs (Adobe Creative Suite, Canva, or similar) and content management tools**.
  - Strong **organizational and project management skills** with attention to detail.
  - A **valid driver's license** and ability to travel for events as needed.
-

## Why Join Us?

At *Inland Northwest Land Conservancy*, you'll be part of a **mission-driven, growing organization** that is making a lasting impact on conservation in the Inland Northwest. This is an opportunity to **help shape the future of our outreach, branding, and engagement efforts** while working with a dedicated and passionate team.

We welcome applicants from all backgrounds, experiences, and perspectives. We believe that a strong and effective team is built on respect, collaboration, and a shared commitment to our mission.

This position is based in **Spokane, WA**, with options for hybrid or remote work when feasible. Regular in-person collaboration in Spokane and Coeur d'Alene is expected.

---

## How to Apply

[Click to view full job description for complete position details.](#)

To apply, please submit a **resume and cover letter** to Executive Director, Dave Schaub, outlining your qualifications and interest in this role to **dschaub@inlandnwland.org**. No phone calls, please. This position is open until filled.

For more information about *Inland Northwest Land Conservancy*, visit [www.inlandnwland.org](http://www.inlandnwland.org).