



Inland Northwest Land Conservancy
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Communications Manager Position Description

Version 1.0 | Effective: 09-01-2026 | Next review: 09-01-2027 | Approved by: Executive Director

REPORTS TO: Philanthropy Director

COLLABORATES WITH: Community Investment Team and staff across the organization

MANAGES: Communications contractors, volunteers and interns; may supervise future communications staff

DEPARTMENT: Community Investment

STATUS: Full-Time, Non-Exempt (overtime eligible)

FTE AND SCHEDULE: 1.0 FTE, 37.5 hours per week

PRIMARY WORK LOCATION: Designated in writing at hire: Spokane, Washington or Coeur d'Alene, Idaho

BENEFITS: Health and vision insurance, with INLC paying 100% of the premium for employee coverage. Dental coverage is available at the employee's expense, a 3% employer match to INLC's SIMPLE IRA plan, 150 hours of paid time off, paid sick leave, and paid holidays. Benefit eligibility, waiting periods, and terms are governed by the applicable plan documents and INLC's Employee Benefits practice, which control in the event of any conflict with this description. Benefits are subject to change.

Position Summary

The Communications Manager builds awareness, trust, and philanthropic support for Inland Northwest Land Conservancy (INLC) by helping people understand the importance and impact of our work and inspiring them to deepen their relationship with the organization.

As a member of INLC's Community Investment Team, the Communications Manager uses compelling storytelling, strategic marketing, and effective communications to help move people from Awareness → Engagement → Trust → Investment → Stewardship → Advocacy → Bequest. Communications is not an end in itself; it builds the relationships, confidence, and generosity necessary to advance INLC's mission to protect and care for lands and waters essential to life and the well-being of communities in the Inland Northwest.

This is a hands-on position with significant responsibility for writing, editing, content creation, digital communications, media relations, and production. The Manager also expands INLC's capacity by effectively engaging staff, volunteer writers, photographers and videographers, contractors, designers, printers, and other resources.

Primary Outcomes

INLC is increasingly known, understood, and trusted.

The Communications Manager strengthens INLC's visibility, reputation, and relevance throughout north Idaho and eastern Washington. Our communications help people understand what INLC does, why land conservation matters, and the tangible difference that INLC and its supporters make.

Success means INLC presents a recognizable, consistent, credible, and compelling voice and that our communications strengthen confidence in the organization and its conservation impact.

Audiences become supporters.

INLC communicates not simply to inform, but to inspire action and deepen relationships. The Communications Manager creates compelling content and clear pathways for people to move from awareness toward participation, volunteering, giving, advocacy, and other forms of investment in the mission.

Success is reflected not only in the growth and engagement of our audiences, but in our ability to convert audiences into active and increasingly committed supporters.

Donors understand the impact of their investment.

Working closely with the Philanthropy Director and Donor Relations Manager, the Communications Manager connects generosity with conservation results. Communications demonstrate organizational competence, transparency, optimism, and momentum while helping donors see the tangible difference their support makes.

Success means donors feel informed, appreciated, confident in INLC, and inspired toward continued and deeper generosity.

INLC tells compelling stories at scale.

The Communications Manager develops and produces excellent content while building a broader network of staff contributors, volunteer writers, photographers and videographers, designers, contractors, and other creative resources.

Success means INLC maintains a sustainable flow of authentic, high-quality storytelling that captures conservation results and the people and places at the heart of our work—without relying on one person to produce everything.

Essential Functions

The functions listed below are the fundamental duties of this position. This list is not exhaustive, and the employee may be asked to perform other duties consistent with the role. INLC will consider reasonable accommodations that enable a qualified individual with a disability to perform these essential functions.

- Implement communications and marketing strategies established in partnership with the Philanthropy Director and aligned with organizational priorities.
- Participate actively in Community Investment Team planning, helping develop coordinated strategies and campaigns that integrate communications, events, donor relations, and philanthropy.
- Manage the consistent application of INLC's brand, voice, messaging, and visual identity across communications.
- Write, edit, produce, and coordinate compelling content across print, email, web, social media, video, presentations, and other appropriate channels.
- Implement campaigns that build awareness and trust, strengthen donor confidence, support fundraising, and encourage deeper engagement.
- Manage and continuously improve INLC's primary communications platforms, including the website, email, social media, bi-annual newsletter, and media relations, with an emphasis on audience experience and effectiveness.
- Partner closely with the Philanthropy Director and Donor Relations Manager on fundraising campaigns, donor communications, impact reporting, stewardship, and planned-giving communications.
- Partner with the Volunteer & Events Manager to develop and execute coordinated promotion that drives participation in INLC events, volunteer opportunities, and other experiences, and supports follow-up that deepens participant relationships.
- Collaborate with Conservation, Stewardship, and other program staff to identify and develop stories, ideas, expertise, images, and experiences into compelling communications.
- Recruit and coordinate volunteer and contracted creative resources, including writers, photographers, videographers, designers, printers, and other specialists.
- Manage communications budgets, vendors, and contractors within approved authority.
- Use analytics and other measures to understand audience behavior, evaluate effectiveness, improve conversion, and guide communications implementation.
- May supervise interns or additional communications staff as organizational needs and resources evolve.
- Record all hours worked accurately and promptly in accordance with INLC timekeeping requirements.
- Perform other duties as assigned that are consistent with the purpose and level of this position.

Qualifications

These are the qualifications an applicant must meet to be considered for this position.

- Approximately three or more years of relevant professional experience in communications, marketing, journalism, public relations, nonprofit advancement, or a related field, or an equivalent combination of professional, educational, community, or other experience that demonstrates the required skills.
- Demonstrated writing and editing ability, including the ability to make complex subjects clear, accessible, and compelling.
- Demonstrated experience with digital communications, including website content management, email marketing, and social media.
- Demonstrated ability to independently carry out a communications plan involving multiple components, deadlines, audiences, and deliverables.
- Ability to work in person at INLC's Spokane office on Tuesdays and Thursdays.
- Ability and willingness to travel periodically throughout eastern Washington and northern Idaho.
- Valid driver's license, an insurable driving record under INLC's automobile liability coverage, and access to reliable transportation, or the ability to meet the travel requirements of the position through another means.
- Legal authorization to work in the United States. INLC verifies employment eligibility for all employees through federal Form I-9.

Preferred Qualifications

We recognize that strong candidates may not meet every qualification listed below. If this position interests you and you believe your experience and skills could contribute to INLC's work, we encourage you to apply.

- Demonstrated commitment to land conservation and enthusiasm for INLC's mission, vision, and values.
- Ability to work collaboratively, develop ideas with colleagues, receive and incorporate feedback, and build productive working relationships across different areas of expertise.
- Ability to communicate effectively and professionally with media, supporters, partners, community members, and other audiences.
- Experience with print production in addition to digital communications.
- Strong visual judgment and the ability to produce routine communications materials while effectively managing professional creative resources when appropriate.
- An audience oriented mindset and an understanding of how communications can inspire participation, response, and giving.
- Strong project management, organizational, interpersonal, and collaborative skills.
- Familiarity with communications analytics and a willingness to use data to learn and improve.

- Facility with contemporary communications and productivity tools and openness to thoughtfully using emerging technologies to increase effectiveness and efficiency.

Physical and Mental Requirements

The requirements below are representative of those that must be met to perform the essential functions of this position. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform these functions.

- Frequent use of a computer, keyboard, and standard office equipment, and extended periods of screen work and close visual attention.
- Frequent communication by telephone, video conference, and in person, including the ability to exchange detailed information accurately.
- Frequent reading, writing, editing, and proofreading of detailed written material, and sustained concentration on detailed work.
- Regular remaining in a stationary position for extended periods, and regular movement between work areas.
- Occasional lifting, carrying, and positioning of materials, print collateral, photography equipment, and event supplies weighing up to 25 pounds.
- Occasional walking or standing on uneven ground, trails, and preserve sites in variable outdoor weather conditions in order to gather stories, photographs, and video.
- Occasional operation of a motor vehicle for travel throughout the service area.
- Ability to manage multiple concurrent deadlines, shifting priorities, and interruptions, and to exercise sound judgment in a collaborative environment.

Compensation and Work Environment

This is a full-time, non-exempt position reporting to the Philanthropy Director.

The anticipated salary range for this position is \$70,000 to \$75,000 annually, depending on experience. This is the range INLC in good faith expects to pay for this position at the time it is posted. Actual compensation within the range is determined by job related factors including relevant experience, demonstrated skills, and internal equity.

Employees may request the wage scale or salary range for their own position at any time by contacting the Operations Manager.

INLC offers a competitive benefits package and a flexible, collaborative work environment. The primary work location for this position will be designated in writing at the time of hire as either INLC's Spokane, Washington office or its Coeur d'Alene, Idaho office. The designated primary work location determines applicable state payroll withholding, unemployment insurance, workers compensation coverage, state paid leave and insurance programs, and applicable wage, hour, and leave requirements.

Regular in person collaboration at INLC's Spokane office on Tuesdays and Thursdays is an essential requirement of this position. An employee whose designated primary work location is Coeur d'Alene may otherwise work primarily from that office or remotely as appropriate.

Hybrid and remote work are available with supervisor approval in accordance with INLC's remote and flexible work practices. Hybrid and remote work are arrangements rather than entitlements, and may be modified or discontinued based on organizational needs, position requirements, or performance.

Any change to the designated primary work location, including performing work from a state other than the designated location, requires advance written approval from the Executive Director or the Operations Manager.

Equal Employment Opportunity

Inland Northwest Land Conservancy is an equal opportunity employer. INLC does not discriminate against any employee or applicant on the basis of race, color, national origin, ancestry, religion or creed, sex, pregnancy or a pregnancy related condition, sexual orientation, gender identity or expression, age, marital status, familial status, honorably discharged veteran or military status, physical or mental disability, use of a trained service animal, genetic information, citizenship or immigration status, status as a victim of domestic violence, sexual assault, or stalking, or any other characteristic protected by applicable federal, Washington, or Idaho law.

This policy applies to all terms and conditions of employment, including recruitment, application, interviewing, selection, hiring, placement, compensation, benefits, training, assignment, promotion, transfer, discipline, and separation. INLC also prohibits retaliation against any person who reports discrimination or harassment, participates in an investigation, or requests an accommodation.

Reasonable Accommodation

INLC provides reasonable accommodations to qualified applicants and employees with disabilities, to employees for pregnancy, childbirth, and related medical conditions, for sincerely held religious beliefs and practices, and to employees who are victims of domestic violence, sexual assault, or stalking, unless doing so would impose an undue hardship on the organization.

Applicants who need a reasonable accommodation to participate in any part of the application or interview process may contact the Operations Manager at

cbarnhart@inlandnwland.org or 509-328-2939 ext 0. Requests are handled confidentially and are considered separately from the evaluation of an applicant's qualifications.

Employment with Inland Northwest Land Conservancy is at will. Either the employee or INLC may end the employment relationship at any time, with or without cause and with or without notice, subject to applicable law. No manager, supervisor, or representative of INLC other than the Executive Director has authority to alter the at-will nature of employment, and any such change must be in writing and signed by the Executive Director.

This position description is a summary of the primary purpose, functions, and requirements of the position. It does not list every task the employee may be asked to perform, and it does not constitute a written or implied contract of employment or a guarantee of employment for any specific term. INLC reserves the right to revise, add to, or remove duties, responsibilities, requirements, and reporting relationships at any time as organizational needs evolve, with or without advance notice.