

Position Title: Marketing, Education, and Outreach Coordinator

Department: Conservation

Reports to: CEO

Job Type: Full-Time, Hourly

Company Overview:

Kanati Land Management is dedicated to promoting sustainable land use practices that balance economic, environmental, and social needs. We work with landowners, farmers, and public agencies to develop and implement conservation plans that improve land productivity, enhance wildlife habitats, and protect natural resources.

Position Summary:

The Marketing, Education, and Outreach Coordinator oversees the development and execution of Kanati Land Management’s internal and client-facing marketing and outreach efforts. This includes managing social media, website updates, promotional materials, and other creative projects. The role also involves designing and implementing outreach campaigns for clients tailored to their branding and goals.

Essential Duties and Responsibilities

- **Marketing Strategy:** Develop and manage an annual marketing plan aligned with organizational objectives. Conduct market research, competitor analysis, and customer feedback assessments.
- **Team Collaboration:** Work with our team in executing marketing and customer service strategies for Kanati and its clients.
- **Content Development:** Create and distribute marketing materials, newsletters, and handouts that support strategic objectives while maintaining budgetary guidelines.
- **Client Outreach:** Develop and manage client-specific outreach campaigns, including customized templates, promotional content, and program-specific collateral.
- **Social Media & Web Management:** Coordinate and update company social media platforms and website content regularly.

- **Technical Sales Support:** Provide product updates, training materials, and promotional strategies for internal and client needs.
 - **Creative Design:** Utilize tools like Canva, Hootsuite, Adobe Suite, and Microsoft Office for content creation.
 - **Additional Responsibilities:** Perform other duties as assigned.
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Preferred Qualifications

- **Education:** Associate or bachelor's degree in business, marketing, graphic design, or related field.
 - **Experience:** Minimum of 0-2 years in marketing, graphic design, or a related field with proven accomplishments.
 - **Skills:**
 - Proficiency in marketing strategy, content creation, and promotions.
 - Strong technical skills with MS Office Suite, Canva, Adobe, and social media platforms.
 - Excellent communication, teamwork, and organizational abilities.
 - Demonstrated ability to manage multiple priorities and work independently or collaboratively.
 - Strategic and analytical thinking with a focus on problem-solving.
 - Interest in conservation and natural resources.
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Physical Demands and Work Environment

- **Physical Requirements:** Ability to occasionally lift up to 50 pounds. Frequent use of hands, sitting, standing, and visual focus required. Occasional outdoor work may be necessary.
 - **Work Environment:** Low to moderate noise levels in a typical office setting.
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Benefits:

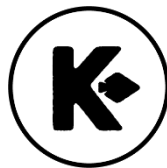
- Competitive salary.
- Insurance stipend available.
- Retirement savings plan with company match.
- Paid time off and holidays.
- Professional development opportunities and support for continuing education.

Salary: Dependent on qualifications based on education and experience.

Application Instructions:

To apply, please submit your resume, cover letter, and references to info@kanatiland.com by May 2, 2025. Please include “Kanati Application Materials” in the subject line.

Kanati Land Management is an Equal Opportunity Employer, committed to maintaining a drug-free workplace and compliant with ADA regulations.



Kanati

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Email: info@kanatiland.com

Website: <https://kanatiland.com/>