



Conservation Engagement and Advancement Lead

Do you love nature and people? Are you inspired to work on the front lines of conservation, shaping lasting relationships with landowners and helping to protect Nova Scotia's natural legacy? The Nature Trust seeks a passionate and engaging communicator, a relationship-builder and a deal-maker to oversee our Landowner Outreach and Engagement Program. The Conservation and Engagement Advance Lead fosters relationships with private landowners, provides ongoing education and engagement, and plays a key role in securing land through donation, purchase and conservation easements. They will also identify and drive new land conservation opportunities through strategic networking, community presence, partnerships, and monitoring the land/real estate landscape.

The ideal candidate understands land conservation with exceptional knowledge of Nova Scotia, can speak credibly about Nova Scotia's biodiversity, conservation priorities and geography and is familiar with private land conservation tools and benefits (*or has other relevant experience, exceptional passion and capacity to learn*).

Key Roles and Responsibilities

- Landowner Engagement and Opportunity Development
 - Lead and deliver a structured long-term targeted landowner outreach and engagement program, focussed on priority geographies and landowners
 - Build and maintain strategic long-term relationships with landowners, from initiating contact to building trust and inspiring conservation action, and maintaining relationships (by phone, mail, in-person, in community and other approaches).
 - Educate landowners about conservation values/ecological significance of their lands, voluntary stewardship and best land management practices, and formal private land conservation options, process and benefits
 - Work collaboratively with marketing and communications staff to develop outreach, communications and engagement strategies and tactics to promote and advance private land conservation
 - Manage a significant portfolio of landowners, relationships and activities using project tracking tools including a database and customer relationship management tool (Raisers Edge/NXT)
 - Work with Philanthropy team to support donor relationships where appropriate
- Advancing Conservation Outcomes
 - Serve as primary point of contact for landowner inquiries and opportunities
 - Proactively identify new landowner leads and monitor for emerging conservation opportunities; supported by data from the Conservation Team
 - Initiate formal land securement deals and coordinate internally to move projects from conversation to formal protection process (including transition of project to and support for Land Securement Lead)
 - Provide technical support and guidance for landowners moving forward with formal land securement
 - Advance strategic community outreach/education opportunities in conservation focus areas to drive land conservation and landowner engagement

Required Experience/Skills

- Post-secondary education or equivalent relevant experience (such as land conservation/land trusts, real estate, community outreach or education, agricultural or forestry extension, major gifts fundraising, sales/customer relations, municipal planning).



- Genuine interest in and passion for nature and conservation
- Demonstrated success in relationship-based work, with a proven ability to build trust over time (ideally with landowners or rural communities)
- Strong communication and interpersonal skills (verbal/written); active listener
- Adaptable and comfortable with diverse audiences and settings from chatting with rural landowners at a kitchen table to senior business executives in a board room
- Able to communicate complex technical information clearly and simply
- Experience or strong aptitude for driving innovation and growth; opportunity generation; negotiation and deal-making
- Experience effectively managing large volumes of information (particularly in the context of relationship management) with demonstrated organizational skills, attention to detail, and effective record-keeping
- Knowledge of private land conservation processes and tools (purchase, donation, conservation easements) and benefits (or high capacity/passion to learn); real estate and land or easement experience also valuable
- Valid driver's license (rental vehicles or mileage reimbursement provided for work-related travel)
- Good general knowledge of Nova Scotia and its landscape including:
 - Geography, landscapes, communities, people, and land use context
 - Nova Scotia conservation priorities including natural history, key species, species at risk, habitats and ecosystems

Other Beneficial Skills/Attributes

- Private land conservation/land trust/nature conservation knowledge and experience preferred (particularly direct landowner outreach or land securement experience)
- Program/project management experience
- Experience using a Customer Relationship Management tool (e.g. Salesforce, Raisers Edge), database or other project tracking tools for relationship management
- Experience using GIS and other map-based tools (basic level)
- Public speaking and/or educational experience
- Active and engaged in outdoor recreation or the conservation community (e.g. canoeing, hiking, angling, birding etc.)

Working Conditions

This diverse role includes a mix of office-based work and in-person meetings, community events and other activities. The work will entail regular travel throughout the province (sometimes multi-day trips) and a flexible schedule including some evening/weekend work. There will be occasional boat travel and off-trail hiking in rugged terrain. The Nature Trust supports a hybrid work environment, tailored based on role requirements and team needs.

Why the Nature Trust?

The Nature Trust has a 30-year track record as an ambitious, innovative, sector-leading land conservation organization. You will be part of a passionate, dedicated and collaborative team of like-minded professionals, working together to make a real difference for Nova Scotia's nature. The Nature Trust is committed to providing a positive, inclusive and supportive work environment, supporting a healthy work-life balance. We offer a competitive salary, health and dental benefits, an employee and family assistance program, RRSP



matching, professional development/training benefit, generous vacation/holiday leave, personal days and team days out in nature. The starting salary range for this position is **\$58,500 to \$63,000**.

Application Process

To apply, please send your cover letter and resume in one single PDF document to employment@nsnt.ca by May 15, 2026.