WeConservePA Job Announcement

**COMMUNICATIONS SPECIALIST**

# SUMMARY

WeConservePA seeks a person adept at both leading and personally implementing a variety of communication-related endeavors. The position offers the challenge of accurately presenting complex information in engaging and persuasive ways, the opportunity for initiative and creativity, and a key role in promoting conservation in Pennsylvania. The Harrisburg-based position reports directly to the executive director.

# Responsibilities

## Creation

* Develop creative WeConservePA messages and creative approaches to conveying the messages to target audiences
* Craft persuasive pieces on the value of conservation, public investments in the same, and other matters
* Develop other original content for digital and print publication—articles, infographics, web banners, etc.—and conduct necessary research in support
* Develop and execute digital campaign strategies around conservation education and public policy advocacy (working closely with WeConservePA’s advocacy manager and executive director)
* Refresh and implement a communications strategy that builds support for key conservation policy priorities, directs people to engagement and action, and elevates the work of WeConservePA
* Review draft communications by other staff and edit, rewrite, or suggest changes as appropriate

## Management

* Manage WeConservePA’s social media platforms, e-newsletters, and websites, including regularly updating content and refreshing the arrangement of content
* Ensure that WeConservePA uses the communications channels—social media, email, web, print—appropriate to the communication; takes an integrated approach to communicating across these channels; and adapts content to match the particularities of each channel
* Facilitate information sharing and coordination between partner organizations and provide opportunities for complimentary tactics, strategies, and messaging; cultivate relationships with partner organization communications staff to increase collaboration
* Maintain the organization’s graphics, photo, and video files, together with their organizing systems
* Serve as the primary communications contact for WeConservePA

## Marketing

* Create, manage, and execute effective marketing and communications strategies for events, advocacy, etc.
* Create and execute marketing plans to build out compelling storytelling and build a distinctive, memorable image
* Regularly monitor, analyze, and report on key metrics of communications channels

## Other

* Assist with ensuring the smooth operation of WeConservePA events
* Represent WeConservePA in presentations and other forums as assigned
* Perform other tasks and duties as assigned by the executive director

# Qualifications

* Enthusiastic self-starter and problem-solver; outstanding creativity and resourcefulness
* Exceptional writing, editing, and interpersonal skills
* Good eye for design and solid visual design skills including proficiency in Adobe InDesign and Adobe Photoshop
* Skilled in project management and keeping multiple projects flowing simultaneously
* Proven strength in developing and implementing digital strategies and communications campaigns
* Experience with managing an organization’s social media platforms
* Proficiency in WordPress
* Strong attention to detail and accuracy; proofreading ability
* Solid research skills
* Comfortable working independently and as a team member in a small office environment
* Personal commitment to conservation
* Experience with Canva, video creation, and Adobe Premier are a plus
* Bachelor degree and several years of relevant work experience with demonstrated success

This full-time position offers excellent benefits including 100% of health insurance premium. The salary is commensurate with experience and skills and estimated to be in the range of $43,000 to $65,000 annually. Staff have the option of working up to two days a week from home.

WeConservePA helps people care for, wisely use, and enjoy what nature offers. See **WeConservePA.org** for more information. EOE

# To Apply

Email resume, cover letter including salary expectations, and writing samples to [info@WeConservePA.org](mailto:info@WeConservePA.org). Put *Communications Specialist* on the subject line.

This position is open until filled. No phone calls.