



ClearWater Conservancy Position Description Communications Specialist

Title: Communications Specialist

Supervisor: Strategic Communications Director

Employment: Regular, Part-time – 25 hrs / week

Salary Range: \$20 – \$22 per hour pending experience

ClearWater Conservancy seeks to hire a part-time communications specialist for its [Centred Outdoors Program](#) and additional outreach and fundraising events throughout the year.

ClearWater Conservancy is a locally founded, nationally accredited land trust organization that has been protecting and restoring central Pennsylvania's natural resources for over forty years. The organization connects people and places through land conservation, stream restoration, and environmental outreach efforts to support a healthy, resilient region for all.

Centred Outdoors is a program of ClearWater Conservancy that began in 2017 with a goal to host free outdoor experiences to connect everyone - of all ages, fitness levels, and backgrounds – to the wonders of nature for the benefit of both people and planet. The program strives to inspire and engage diverse audiences to explore outdoor destinations via free, group outings with a goal to increase participants' confidence and enjoyment when spending time outside.

ClearWater is committed to supporting a diverse, equitable, and inclusive workplace in which everyone is welcomed, valued, and supported. We recognize that diverse teams create the strongest organizations and welcome and encourage people from all backgrounds to apply. We also believe everyone does their best work when they can balance a successful career with their commitments and interests outside of work, and are open to flexible work arrangements to make this possible.

The ideal candidate will be responsible for:

- Supporting the success of the **Centred Outdoors** program by assisting with communications and outreach efforts:
 - Designing graphics and drafting language for weekly enews publication
 - Designing graphics, drafting language, and scheduling Instagram and Facebook posts
 - Updating the Centred Outdoors website each week
 - Posting events to online community calendars
 - Taking photos of outdoor destinations and Centred Outdoors participants
 - Engaging with followers and community partners on Instagram and Facebook
 - Researching, reporting on, and applying best practices related to inclusive messaging and strategies that are effective in reaching and engaging diverse, minoritized, and underrepresented individuals
 - Tracking digital metrics (website, social, enews)
 - Supporting ClearWater's communications coordinator with graphics, presentations, and administrative tasks as needed
 - Writing projects based on candidate's experience and professional goals
 - Occasionally attending community events and Centred Outdoors adventures

- Supporting annual events and outreach efforts of ClearWater Conservancy during Centred Outdoors' non-peak season (October-April):
 - Designing, drafting, and scheduling inclusive social media for outreach and fundraising events, including ClearWater's Art & Chocolate and Golf-Fest fundraisers, Watershed Cleanup Day, the Annual Meeting & Celebration, and online fundraising events such as Centre Gives
 - Tracking social media metrics
 - Updating ClearWater Conservancy's website as needed and to reflect the organization's efforts related to its DEIJ efforts
 - Designing graphics and drafting content for website, printed materials, and presentations
 - Working with the organization's DEIJ consultant as needed to implement recommended messaging and communications changes and strategies
 - Organizing/archiving the organization's photo and media library
 - Writing projects based on candidate's experience and professional goals

Preferred experience:

- Familiarity with some or all of the following digital tools: Wix, Canva, Hootsuite, Facebook Meta Business Suite, Instagram, Adobe InDesign/Photoshop, Excel/Google Sheets, PowerPoint/Google Slides, eMarketing (ex: Constant Contact, iContact, or Mailchimp)
- Graphic design for social media, website, enews, and other materials
- Writing captions/blurbs for social media, enews, website, etc.
- Designing and assembling enews layouts
- Editing and adding content to websites
- Familiarity with social media best practices and trends, especially related to diversity, equity, inclusion, and belonging
- Professional experience related to advancing diversity, equity, inclusion, and belonging efforts in a team setting
- Writing experience related to marketing, PR, and/or journalism
- Ability to work creatively and collaboratively to design compelling and effective digital materials
- Ability to stay on task while working independently to meet deadlines and complete assignments
- Bachelor's degree in a communications-related field preferred, but not required
- Strong personal communication skills

Candidate must have a valid driver's license, clean driving record and a reliable personal vehicle for transportation to and from work and meetings.

Application Instructions: Please submit a cover letter, resume, and at least one graphics/design example (such as an enews issue or social media post) to the following items to andrea@clearwaterconservancy.org no later than January 13, 2023. File should be sent as one .pdf file with the last name of the applicant in the title.

ClearWater Conservancy provides equal employment opportunities to all individuals regardless of age, sex, color, race, creed, national origin, religious persuasion, marital status, sexual orientation, or disability as set forth by applicable state and federal laws. In addition, laws regarding veteran or military status are observed. This commitment is reflected in all our practices and policies regarding hiring, training, promotions, rates of pay, layoff, and other forms of compensation. All matters relating to employment are based upon ability to perform the job as well as dependability and reliability once hired.

ClearWater Conservancy and its Centred Outdoors program celebrates diversity and is proud to be an equal opportunity employer. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.