

Media Relations Manager Pennsylvania and Delaware Chapter

OFFICE LOCATION

Conshohocken, Pennsylvania, USA
Harrisburg, PA, Conshohocken, PA, or Wilmington, DE

WHO WE ARE

The mission of The Nature Conservancy (TNC) is to conserve the lands and waters upon which all life depends. As a science-based organization, we develop innovative, on-the-ground solutions to the world's toughest environmental challenges so that people and nature can thrive. Our work is guided by our values, which include a [commitment to diversity](#) and respect for people, communities, and cultures. From a rewarding mission to career development and flexible schedules, there are many reasons to love life #insideTNC. Want to know more? Check out our [TNC Talent playlist on YouTube](#) to hear stories from staff or visit [Glassdoor](#).

One of TNC's primary goals is to cultivate an inclusive work environment so that employees around the globe have a sense of belonging and feel that their unique contributions are valued. We know we'll only achieve our mission by hiring and engaging a diverse staff that reflects the communities in which we work. Recognizing that people bring talent and skills that have been developed outside the scope of a job, we take a holistic approach to recruitment that considers life experience in addition to the professional requirements listed in our postings. Please apply – we'd love to hear from you. To quote a popular saying at TNC, "you'll join for the mission, and you'll stay for the people."

The Pennsylvania and Delaware chapter of TNC is leading large-scale conservation programs that protect the lands and waters that are critical to the health and well-being of both people and nature. In Pennsylvania, TNC is also working to reduce stormwater runoff in cities, protect vital migration corridors like the Kittatinny Ridge, and engage farmers and landowners in supporting the adoption of sustainable conservation practices. TNC's work in Delaware focuses on building resilience against climate change—including along the state's vulnerable coastlines—to protect human communities and habitats.

The Nature Conservancy in Pennsylvania and Delaware is poised to make a significant, measurable difference in these areas for both nature and people, grounded in the places identified by our science and ambitious goals that reflect the urgency of climate change and biodiversity loss. For more information, please visit nature.org/Pennsylvania and nature.org/Delaware.

WHAT WE CAN ACHIEVE TOGETHER

The Media Relations Manager develops, manages and implements effective media relations efforts in order to increase affinity and support for The Nature Conservancy's strategic conservation priorities. You will develop and foster relationships with media contacts along with key internal and external stakeholders. You will proactively identify and cultivate media opportunities and secure placement in top-tier media outlets in support of our conservation communications efforts.

This role will help facilitate ongoing communication between the chapter and the global marketing division. You will develop key messages and talking points for internal staff while identifying target audiences and cultivating media contacts on a local and national level. This role will manage a variety of platforms and tools to communicate to targeted audiences and use a variety of tools to track and measure campaign effectiveness.

This is a hybrid position based in Pennsylvania or Delaware with preference for candidates within reasonable commuting distance of Conshohocken, PA; Harrisburg, PA; or Wilmington, DE. This position reports directly to the Associate Director of Marketing and Communications and is part of a four-person team. Occasional travel will be required for business meetings, team retreats, and/or training. The salary range for this position is approximately \$64,000 - \$74,000 and will vary based on experience and geographic location.

As Media Relations Manager, you will:

- Write, edit, and distribute press releases and op-eds around strategic conservation accomplishments, priorities, and other chapter announcements

- Pitch story ideas to journalists, editors, and producers at targeted media outlets
- Facilitate inbound media requests for TNC scientists and/or other experts
- Research and maintain up-to-date lists of media contacts along with relevant coverage areas
- Write, edit, and distribute media training materials for internal TNC chapter staff and trustees
- Identify and track key metrics of success for earned media placements
- Develop presentations and templates for reporting
- Attend select chapter-led events throughout the year
- Collaborate effectively with TNC national and/or global colleagues on top-tier story placements
- Perform other related duties as assigned.

WE'RE LOOKING FOR YOU

If you're looking for a career where you can find meaning and purpose using your media relations skills, and you have a passion for nature and science communications, come join our chapter as the Media Relations Manager. You will play a vital role in advancing TNC's mission and vision in Pennsylvania, Delaware, and beyond.

The ideal candidate has:

- Multi-lingual skills appreciated
- Multi-cultural or cross-cultural experience appreciated
- Experience developing digital advocacy products and managing multiple platforms.
- Experience working with Pennsylvania and/or Delaware media outlets
- Working understanding of environmental policy issues on a local and/or national level
- Experience leading or managing projects.
- Familiarity with social media platforms and management tools, Khoros, Adobe Experience Manager, or other similar technologies

WHAT YOU'LL BRING

Minimum Qualifications:

- Bachelor's degree in related field and a minimum 5 years' related experience or equivalent combination of education and experience.
- Experience writing, editing and proofreading press releases, op-eds, story pitches, and other materials
- Experience cultivating and managing client relationships
- Experience implementing complex projects on deadline

WHAT WE BRING

Since 1951, TNC has been doing work you can believe in. Through grassroots action, we have grown from a small non-profit into one of the most effective and wide-reaching environmental organizations in the world. Thanks to more than 1 million members, over 400 scientists, and the dedicated efforts of our diverse staff and partners, we impact conservation around the world!

TNC offers a competitive, comprehensive benefits package including health care benefits, flexible spending accounts, a 401(k) plan with an 8% employer match, parental leave, accrued paid time off, life insurance, disability coverage, employee assistance program, other life and work well-being benefits. Learn more about our benefits on our [Culture Tab](#) on nature.org/careers.

We're proud to offer a flexible work environment that supports of the health and well-being of the people we employ.

APPLY NOW

To apply for job ID **53401**, submit your materials online by using the Apply Now button at <https://careers.nature.org/>. Need help applying? Visit our [recruitment](#) page or contact applyhelp@tnc.org.

The Nature Conservancy is an Equal Opportunity Employer. Our commitment to diversity includes the recognition that our conservation mission is best advanced by the leadership and contributions of people of diverse backgrounds, beliefs and culture. Recruiting and mentoring staff to create an inclusive organization that reflects our global character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, protected veteran status or other status protected by law.

The successful applicant must meet the requirements of The Nature Conservancy's background screening process.

Do you have military experience? Visit our U.S. [Military Skills Translator](#) to match your military experience with our current job openings!

TNC is committed to offering accommodations for qualified individuals with disabilities and disabled veterans in our job application process. If you need assistance or an accommodation due to a disability, please send a note to applyhelp@tnc.org with *Request for Accommodation* in the subject line.

Where legally permissible, TNC requires all new employees to be fully vaccinated and willing to keep up to date with vaccines that protect against COVID-19. By accepting an offer of employment, you agree to comply with this requirement, unless you are entitled to a legally mandated exemption.

An attractive salary and benefits package is part of TNC's value proposition to our employees. TNC strives to provide competitive pay and bases salaries on the geographic location of the role committing to being equitable across groups and providing hiring salary ranges when possible.

Since we support flexible and remote work for our employees, many positions have a flexible location within countries where we're registered as a Non-government Organization and established as an employer. This may mean we're unable to provide a hiring salary range in the posting for some of our positions. However, candidates invited to be part of our interview process will be provided their location specific range upon request.