



Strategic Communications Coordinator, ClearWater Conservancy Position Description

Title: Communications Director

Supervisor: Executive Director with support from the Director of Operations

Employment: 35 hours/week (full-time hourly)

Salary Range: \$44,590-\$50,050 (\$24.50 -\$27.50/hr)

Benefits: Health insurance, retirement contribution, etc.

Overview

ClearWater Conservancy is a hardworking, nationally accredited land trust and locally formed conservation organization nestled in the heart of central Pennsylvania. Since 1980, ClearWater has worked alongside its community to improve and protect natural resources across central Pennsylvania for all through land conservation, stream and sourcewater protection, and environmental outreach efforts. Throughout the region ClearWater has protected over 11,000 acres of land, restored more than 200 acres of streamside forests along more than 25 miles of stream, and connects thousands of people to the wonders of nature each year. Learn more at www.clearwaterconservancy.org

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 work arrangements to make this possible.

Responsibilities

The Communications Director develops and implements ClearWater's marketing and communications strategies to inspire and engage a growing constituency for conservation. The ideal candidate is a skilled communicator who can create an inclusive and welcoming persona for the organization and who can develop materials and capture stories that foster community and donor support. A demonstrated ability to learn new communications strategies and remain current on nonprofit communication and fundraising trends is essential; as is experience with managing a comprehensive and integrated strategic communications and marketing plan to advance our mission.

Communications

- Responsible for the development and implementation of a comprehensive and successful marketing, communications, and public relations program to enhance the understanding, appreciation, and support of ClearWater's mission, including its conservation efforts and Centred Outdoors program, throughout Centre and surrounding counties.
 - Leverage print, digital, and in-person outreach methods to grow the ClearWater community. Factor in goals, message, and audience to determine the most effective

strategies to illustrate the relevance of our work and the important role community participation plays in its success.

- Pitch and write stories related to recent ClearWater successes for local, regional, and national publications.
- Utilize earned, paid, and owned media to highlight ClearWater's efforts related to conservation and environmental outreach (Centred Outdoors) in order to increase impact and understanding of the organization's work.
- Oversee design and create content for digital and print materials, including enews, website, social media, reports and brochures, fundraising materials, direct mail, paid advertising, plus other aspects of marketing and fundraising as needed.
- Ensure articulation of ClearWater's desired messaging, tone, and position through clear and consistent internal and external communications.
- Manage day to day communications, create relevant editorial calendars, and plan and execute long-term strategic communication initiatives.
- Determine ways to measure the effectiveness of these methods and strategies.
- Work with Executive Director on annual marketing and communications strategy and budget.
- Oversee project management, timeline, and budget for outsourced print and digital materials
- Support the organization's commitment to diversity, equity, inclusion, justice and belonging both internally and externally throughout the years with direction from the DEIJB Committee
- Support the selection and implementation of comms-related digital tools, software, IT, etc.
- Prepare talking points, presentations, and support materials as needed to support staff
- Work with staff to communicate, market, promote, and support events.
- Work closely with staff to determine most effective outreach and marketing strategies for events, ensure ClearWater and Centred Outdoors branding is consistent across all events, help set and adhere to communications deadlines, ensure outreach strategy will effectively reach community members in a timely, thorough, and equitable manner.
- Support events on day of as needed throughout the year

Development

- Help meet annual financial goals through fundraising, marketing and donor strategies.
- Work closely with the Executive Director to write and design print and digital annual giving appeals and other materials.
- Assist Executive Director and senior staff as needed with grants and donor solicitations.
- Encourage donor-centered cultivation and appreciation across the organization to foster the increase of donor support and retention.

Organizational Sustainability

- Work closely with staff, volunteers, and Board to foster a welcoming and respected community institution.
- Keep current on aspects of CWC's programs and strategic priorities, including its commitment to diversity, equity, inclusion, justice and belonging.
- Other priorities as outlined by the Executive Director.

Professional Qualifications

- Minimum of 2-3 years' experience in communications, marketing, journalism, and/or public relations with demonstrated success preferred.

- A commitment to serving the greater public interest through conservation and environmental outreach efforts.
- Excellent interpersonal and communication skills including written, verbal, public speaking, and social media are required.
- Strong creative, strategic, analytical, and organizational skills.
- Ability to focus, stay organized, pay close attention to detail, and prioritize projects
- Strong desire to work as part of a team and build consensus on collaborative projects.
- Willing to work flexible hours, including evenings and weekends, to attend and support annual events (Golf-Fest, Art & Chocolate, Watershed CleanUp Day, Centred Outdoors, Annual Celebration, etc.).
- Energetic, flexible, collaborative, and proactive; must be a team player and strategic thinker. Ability to multi-task and provide strategic decision making in a team setting. Must be able to work in a small office setting under pressure with good humor and grace. Prior experience with development or fundraising and outreach programs for a small, growing organization is a plus. Candidate must have a valid PA driver's license, clean driving record, and a reliable personal vehicle for transportation to and from work, meetings and events.

Application Instructions: Email cover letter, resume, salary requirements and an example of your writing in one PDF document with your full name in the file name to director@clearwaterconservancy.org.

Equal Employment Opportunity

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.