



Northcentral Pennsylvania Conservancy

Communications and Outreach Coordinator Job Description

Summary of Position:

The Communications and Outreach Coordinator is responsible for various communications and administrative tasks that support the operation and efficiency of NPC. The person reports to the Executive Director. This person may supervise volunteers. The position is part-time, may require very limited evening and weekend hours, and requires the person to work in the NPC office in Williamsport, PA.

Responsibilities Include but are not limited to:

Communications

- ♦ Assist in developing and executing a consistent communication's message across all channels – mail, website, email, print materials, social media, etc.
- ♦ Develop a yearly communications plan/schedule
- ♦ Assist in writing and editing membership and fundraising appeal letters and thank you letters
- ♦ Work with other staff to ensure timely, donor centric communications are sent to donors
- ♦ Maintain and update the NPC website (currently a Word Press site)
- ♦ Create emails/enews blasts to be sent to the NPC email list twice a month using MailChimp
- ♦ Review, edit, and update NPC's brochures and print materials
- ♦ Plan, write, coordinate, and edit NPC's quarterly print newsletter
- ♦ Develop, design and execute social media content (Facebook and Instagram)
- ♦ Gather and analyze data and metrics to prepare a quarterly communications report
- ♦ Prepare and distribute press releases and other information to the media

Membership/Fundraising/Events

- ♦ Learn and help maintain the database (currently Little Green Light)
- ♦ Process as needed mailings to existing donors and potential donors
- ♦ Assist other staff to organize and conduct membership events such as dinners, speakers, property tours, hikes, etc.
- ♦ Participate in outreach events such as tabling events, workshops, etc.
- ♦ Assist in developing and executing the annual membership and fundraising strategy

Administrative Support

- ♦ Assist the Executive Director in coordinating and preparing materials for meetings
- ♦ Organizing and scheduling committee meetings (generally done as conference calls)
- ♦ Answering phones and greeting visitors (who are often at the wrong place and need directions)
- ♦ Taking lead on maintaining a functional office – supplies in place, things are organized, schedules known





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Accounting

- ♦ Assist as needed in preparing deposits
- ♦ Help maintain financial files and reports

Qualifications:

- ♦ Minimum of undergraduate degree in communications, marketing, or related field; or 2 to 3 years work experience in communications, marketing or related field
- ♦ Clearly demonstrated experience and skills related to the performance of the above responsibilities
- ♦ Ability to not just identify problems, but to think of solutions for the problem identified
- ♦ Strong written and verbal communication skills
- ♦ Attention to detail. Ability to work accurately, independently, and efficiently.
- ♦ Ability to interact and communicate with people in one-on-one situations.
- ♦ Experience in developing work plans, and successfully executing work plans
- ♦ Proficiency with WordPress, MailChimp, Word, Excel, PowerPoint, Microsoft Publisher, Microsoft 365, Facebook, Instagram, and Hootsuite

Hours:

15 to 20 hours a week between the hours of 8:00am and 5:00pm. Hours will be scheduled and some flexibility on days and times week to week is available.

Salary:

The anticipated pay rate will be \$10.00 to \$12.00 per hour based on experience.

To Apply:

Email a cover letter and resume as a pdf to rcarey@npcweb.org . Interviews will begin the week of 5/17/2021.

