

TITLE: Director of Communications and Marketing

SUPERVISOR: Executive Director

ABOUT WILLISTOWN CONSERVATION TRUST

Found 20 miles west of Philadelphia, Willistown Conservation Trust (WCT) focuses on 28,000 acres within the watersheds of Ridley, Crum, and Darby Creeks of Chester and Delaware Counties.

Founded in 1996, WCT's mission is to preserve and manage the open land, rural character, scenic, recreational, historic, agricultural and natural resources of the Willistown area and nearby communities, and to share these unique resources with people of all ages and backgrounds to inspire, educate and develop a lifelong commitment to the land and the natural world.

SUMMARY OF POSITION

Willistown Conservation Trust is seeking a Director of Communications and Marketing (DCM). The DCM leads the development and execution of an integrated, multi-platform communications strategy to strengthen the Trust's brand, expand its visibility, and inspire broad support for its mission.

This role serves as the organization's communications leader, overseeing all messaging, content, and brand stewardship. The DCM manages a Communications and Digital Marketing Specialist and collaborates closely with program and development staff to align communications with organizational priorities and fundraising goals.

The Director of Communications and Marketing will be both a strategic leader and an active contributor, comfortable executing day-to-day communications tasks and supporting team efforts at all levels.

RESPONSIBILITIES

Strategy & Leadership

- Develop and execute a comprehensive communications and branding strategy that ensures consistent, compelling messaging across all channels
- Serve as a member of the leadership team, advising senior staff on communications strategy, positioning, and public engagement
- Partner with development staff to support fundraising initiatives, campaigns, and donor communications

Team Management

- Supervise the Communications and Digital Marketing Specialist, providing direction, feedback, and professional development support

- Manage external vendors, consultants, and creative partners as needed

Content & Brand Management

- Oversee and execute the creation and production of all communications materials, including print and digital publications, marketing collateral, and event-related content
- Ensure consistency in voice, messaging, and visual identity across all platforms
- Lead planning, writing, editing, and production of regular publications, including *The Sycamore*

Digital & Channel Oversight

- Direct strategy and execution for digital communications, including website, email marketing, and social media platforms (Facebook, Instagram, LinkedIn)
- Manage the editorial calendar and communications timeline to ensure timely and coordinated outreach
- Ensure the website remains current, engaging, and reflective of organizational priorities, working with external consultants as needed

Media & External Relations

- Serve as the primary media contact and institutional spokesperson
- Build and maintain relationships with local, regional, and relevant media outlets to increase visibility and coverage

Analytics & Performance

- Establish metrics and evaluate the effectiveness of communications and marketing efforts
- Use data and insights to refine strategies and improve audience engagement

Operations & Technology

- Oversee communications-related platforms and tools, including CRM and email marketing systems
- Serve as liaison to external IT vendors to support organizational technology needs

QUALIFICATIONS

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field; equivalent experience considered
- 5–8+ years of relevant professional experience, preferably in a nonprofit or mission-driven organization
- Demonstrated experience leading communications strategy and managing projects
- Exceptional writing, editing, and verbal communication skills, including public speaking experience

- Strong digital proficiency, including website management, email marketing, and social media platforms
 - Experience with communications and design tools such as Adobe Creative Suite, Canva, and CRM systems (e.g., Bloomerang) preferred
 - Highly organized with strong attention to detail and the ability to manage multiple priorities effectively
 - Collaborative, relationship-oriented work style with the ability to build partnerships internally and externally
 - Commitment to land conservation and environmental stewardship; familiarity with the region and constituency a plus
 - Professional judgment, discretion, and adaptability in a small, team-oriented environment
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COMPENSATION AND BENEFITS

Salary is commensurate with experience. Willistown Conservation Trust offers a comprehensive benefits package, including health insurance, retirement plan, paid holidays, and vacation time.

HOW TO APPLY

Please submit a cover letter, resume, and writing sample and/or portfolio to land@wctrust.org.

Willistown Conservation Trust is a non-smoking, dog-friendly workplace. As a small nonprofit organization, staff work collaboratively across departments, and this role may occasionally involve light physical work outdoors.

Willistown Conservation Trust is committed to fostering a diverse and inclusive workplace. We are proud to be an equal opportunity employer and consider all qualified applicants without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.