



JOB DESCRIPTION
2021

TITLE: Communications Specialist

SUPERVISOR: Associate Director of Communications & Marketing

POSITION AVAILABLE: March 1, 2021

The Willistown Conservation Trust is seeking a candidate for the full-time position of Communications Specialist. With more than 7,200 acres already conserved, the Trust is actively working to protect remaining open space in the Willistown area while also engaging members from the community and beyond through its vibrant Community Farm, Bird Conservation, Habitat Restoration and Watershed Protection programs.

The Communications Specialist is tasked with providing support to the Associate Director of Communications & Marketing to develop design and production of visual materials in support of all Trust activities, including print, website, video and social media. The Communications Specialist also collaborates with, and provides creative support to, the Development and Events staff.

A Communications Specialist is expected to be a strategic thinker with meticulous attention to detail, who works well under pressure and consistently meets deadlines. She/he/they will have excellent interpersonal and communication skills including the ability to multitask and adapt in a fast-paced environment. To ensure success, Communications Specialists should be innovative, organized and self-motivated with a keen interest in driving strategic messages to key internal and external audiences.

RESPONSIBILITIES

- Together with the Outreach Team (C&M, Development, Events), participate in coordination of all communications across all channels (snail mail, web, email, hard copy, social media, in-person events, etc.) via an editorial calendar.
- Support the defined communications strategy which articulates the Trust's use of all communications channels.
- Research and write press releases, and content for the organization's website, infographics, blogs and newsletters.
- Work with key internal role-players to brainstorm content ideas, in line with the organization's mission and in support of various brand initiatives.
- Support and evaluate results of communication campaigns with the team.

- Build and maintain relationships with journalists and key external partners.
- Assist with the production and editing of video content, including creating new video material as well as editing existing videos and recorded virtual events.

QUALIFICATIONS

Professional

- Bachelor's degree in Communications, Journalism, Public Relations or a related field.
- 3-5 years' experience in communications strategy development.
- Excellent written and verbal communication skills.
- Works well under pressure and meets tight deadlines.
- Content writing experience for all media platforms.
- Proven social media and networking expertise.
- Strategic and creative mindset.
- Meticulous attention to detail.
- A portfolio of work available for review.
- Proficiency with Adobe Creative Suite software.
- Proficiency with web content management platforms such as WordPress.
- Experience with email marketing software.

Personal

- Excellent interpersonal skills.
- Ability to prioritize and manage multiple tasks.
- Ability to both lead and work collaboratively in a flexible, team environment.
- Excellent organizational and record-keeping skills, thoroughness and attention to detail.
- Knowledge of conservation and/or sustainability issues a plus.

Hours: Approximately 38 hours/week (occasional weekends and evenings)

Benefits: Excellent benefits package including health, retirement, paid holidays, and vacation days.

Salary: Salary will be commensurate with experience.

Willistown Conservation Trust is a non-smoking, dog-friendly work environment. The Trust is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

To Apply:

Please email resume and cover letter in pdf format along with a link to portfolio or portfolio samples to:

Kate Etherington, Associate Executive Director

Willistown Conservation Trust

kwe@wctrust.org