

Communications Specialist Berks Nature



Berks Nature, a non-profit conservation organization, is seeking a fulltime Communications Specialist.

Scope of work: The Communications Specialist is responsible for managing the public relations, events and communications strategy for Berks Nature. This strategy supports communicating the value of our conservation efforts to a broad constituency which will result in increased membership and increased revenue to support our many conservation programs.

Requires college graduate with proven marketing and communications experience, excellent writing skills, general computer knowledge, web management experience and knowledge of desktop publishing preferred. Exemplary interpersonal skills, ability to speak to an audience, and a genuine appreciation in working with diverse audiences.

Working Conditions:

Berks Nature offices and The Nature Place and its campus are smoke-free. The Communications Specialist is stationed at their own workspace in an open office atmosphere in our nature center building. Successful candidates should have the ability to work harmoniously in a friendly environment. The ideal candidate will be a self-directed, flexible team player and strategic thinker.

Position reports to: VP for Development & Community Relations

Specific duties include but are not limited to:

- ✓ Continually seek opportunities to extend public awareness of Berks Nature and *increase membership*.
- ✓ Provide regular communication pieces for our membership, such as quarterly newsletter, e-news, website, etc.
- ✓ Organize special events for the organization i.e.: cultivation and donor meetings/events, press conferences, special membership events, Tails Trails & Ales, etc.
- ✓ Regular maintenance and refreshing of the website.
- ✓ Regular maintenance and creative messaging on Berks Nature social media sites (Facebook, Instagram, Twitter); including the Facebook sites for our watershed association groups and special projects.
- ✓ Maintain and update our Constant Contact database for enews.
- ✓ Maintain and update our online store appearance.
- ✓ Maintain and update onsite promotional displays (bulletin board, potty press, etc.)
- ✓ Develop communication materials for our nature preschool and eco-camp families.
- ✓ Develop and maintain media relations contacts and work to position Berks Nature to the public through regular press releases and storytelling.
- ✓ Act as the communications and media relations clearinghouse for the organization. Monitor the effectiveness of our messages and make recommendations about areas for improvement.
- ✓ Develop and implement marketing programs that address and develop the interests of our various constituents.
- ✓ Plan and assist in implementation of educational programs, rentals and ongoing calendar at The Nature Place with revenue generating opportunities a priority.
- ✓ Plan and facilitate the implementation of quarterly lobby themes and exhibits, and promote birthday parties.
- ✓ Assist with grant writing as appropriate.
- ✓ Develop and deliver presentations pertaining to Berks Nature to various organizations, service groups, and municipalities.

- ✓ Develop and implement communications pieces to support development and programmatic functions of the organization.
- ✓ When necessary, draft remarks, presentations and correspondence for the President, Board Chair and other staff as appropriate.
- ✓ Represent Berks Nature on appropriate committees and at related social events, meetings and/or conference that affect Berks County and our mission.
- ✓ Provide tours of The Nature Place, and assist with visitors/groups as needed.
- ✓ Manage mascot (GLOBEY) community appearances, and schedule staff/interns as appropriate.
- ✓ Coordinate marketing projects/events with our partners as appropriate.
- ✓ Work with sub-contractors such as printers, graphic designers, web artists etc. as necessary.
- ✓ Maintain and grow the current media/photograph database.
- ✓ Availability to occasionally work nights and Saturdays.
- ✓ Perform other duties that may be assigned.

A successful applicant will have:

- ✓ College degree
- ✓ Proven marketing and communications and public relations experience
- ✓ be a self-directed, flexible team player and strategic thinker
- ✓ Ability to multitask and work independently
- ✓ Friendly, helpful demeanor
- ✓ Ability to be entrepreneurial, analytical and solution-oriented
- ✓ Proficiency in Microsoft Office Suite (Word, Outlook, Excel)
- ✓ Have desk top publishing skills
- ✓ Ability to learn and manage technology and proprietary software programs
- ✓ Strong written and oral communication skills
- ✓ Ability to maintain the confidentiality of sensitive information; and
- ✓ have a valid driver's license and a functioning personal vehicle

Just like it takes a diversity of species to make our natural environment thrive, Berks Nature recognizes that having a culture of inclusion where all individuals feel respected, and are treated fairly will bring us a power of talent to do our work and engage others in the love for and protection of nature. Accordingly, it is Berks Nature's goal to be intentional and inclusive in the involvement, engagement, and empowerment of all groups of people within our community to help Berks Nature achieve its mission. Berks Nature will take the broadest possible view of diversity in order to attract, develop, engage and retain people from all walks of life and backgrounds in our work. Berks Nature endeavors to not see any species become extinct. So to, we desire not to neglect or exclude any audience from our work.

To apply, please submit cover letter, resume and salary requirement to Kim Murphy, President at kim.murphy@berksnature.org by July 12, 2019.