

Senior Communications Associate

Mission of Organization: Based in Doylestown, PA, and serving Bucks and surrounding counties, Heritage Conservancy is dedicated to the preservation and protection of significant open spaces, natural resources, and our historic heritage. To date, Heritage Conservancy has facilitated the preservation of over 15,500 acres of open space, farmland, wildlife habitat, and important watershed areas and designated more than 600 historic structures on its Register of Historic Places.

Heritage Conservancy seeks team members who represent the communities we serve, strives to foster an inclusive work environment, and is an Equal Employment Opportunity organization.

Position Summary: Reporting to the Chief Operating Officer and collaborating with staff and key partners, the Senior Communications Associate will work with the Development team to develop and implement communication and marketing strategies and execute content that inspires action and builds relationships. Identifying stories and content ideas that resonate with the Conservancy's members, constituents and other audiences will be critical to success in this position. This may involve interviewing identified stakeholders such as landowners, preserve visitors, land trust partners and others. Digital marketing and coordination of content development/website editing will be a strong focus of this position. The ideal candidate will have demonstrated experience working in a nonprofit setting and excels in executing detailed tasks professionally, efficiently, and in a manner consistent with best practices. This individual will be responsible for ensuring that the organization's desired image, message strategy, quality standards, customer experiences, and outcomes are consistently achieved.

Primary Responsibilities:

- Work with the Development team to develop and implement Communications and Marketing Strategies
- Coordinate content development/editing for website
- Manage Social Media platforms
- Develop and upgrade copy and graphic design for collateral and marketing materials
- Work with conservation staff to generate communications content
- Serve as main contact for media and public relations
- Proofread, edit and ensure the quality of content and all written materials reflect an overall professional image and brand
- Serve as point person with printer and project manage the production and distribution of publications, newsletters and annual reports
- Provide support, training/mentoring for field office staff to improve their communication skills and knowledge in photography, writing and messaging on social media platforms
- Track and report on the effectiveness of all communication outlets and develop innovative techniques for sharing the organization's message

Qualifications: The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Advanced MS Office skills, MailChimp, WordPress, graphic design and social media applications.
- Exemplary writing and editing skills; proficiency in grammar, editing, proofreading
- Proven experience writing content for marketing, communications, and development
- Ability to break down complex ideas into simple, easy-to-understand concepts tailored to different audiences
- Proven ability to manage a workload with multiple, often competing, priorities on a deadline
- Comfortable taking initiative and can adapt to changing organizational needs
- Exceptional interpersonal skills and ability to work in a team environment as well as independently
- Discreet with sensitive information.
- Comply with all Heritage Conservancy workplace safety rules and regulations that are in effect, including, but not limited to CDC guidelines related to mitigating the spread of COVID-19 including vaccination.

Education and Experience Requirements:

- Bachelor's degree in English, communications, journalism, or comparable education/experience
- 3+ years of applicable nonprofit administration experience

How to Apply: Interested applicants should send a cover letter and resume to Heritage Conservancy at joinourteam@heritageconservancy.org. No phone calls please.