



## Heritage Conservancy Position Description

**POSITION:** Digital Communications Associate    **DEPARTMENT:** Marketing & Communications

**EMPLOYMENT STATUS:** P/T                      **HOURS:** 15-18 hours per week, Mon.-Fri.

**PURPOSE OF POSITION:** To support Heritage Conservancy's Marketing & Communications Department

**ORGANIZATIONAL RELATIONSHIPS:** Supervised by Senior Communications Associate

### ESSENTIAL FUNCTIONS:

1. Support day to day digital communication initiatives, which include: social media; website management; newsletter creation; and graphic design.
2. Manage and oversee Heritage Conservancy's social media outlets, including Facebook, Instagram, and additional outlets as needed. Work with key staff to create engaging content and share organizational stories, accomplishments, and services with our audience. Ensure our message reflects the strategic initiatives of the Conservancy. Respond to key audiences' comments and messages. Increase page reach with likes/followers and provide staff with social media campaign analytics.
3. Oversee the production and distribution of the Conservancy's e-newsletter, Heritage Happenings. Produce concise and compelling takes on important organizational news. Utilize a creative and strategic approach to increase subscribers. Update contact lists as needed.
4. Create and update content featured on Heritage Conservancy's website, including events, business directories, news articles and more.
5. Create eye-catching and informative event or initiative related graphics as needed.
6. Perform other essential duties as assigned.

## **JOB REQUIREMENTS:**

**EDUCATION:** Bachelor's Degree in Communications, Environmental Science, or a related field preferred.

**EXPERIENCE:** Minimum of two years' experience in successful communications and marketing program development. Must interact comfortably with key customer and constituent groups, media representatives, staff and volunteers. Proficiency in Microsoft Office, Outlook, Canva, WordPress and Mailchimp is required. Must possess excellent written and oral communications skills, be highly organized, and possess superior attention to detail.

**LICENSES/CERTIFICATIONS:** None

## **PHYSICAL DEMANDS AND ENVIRONMENTAL CONDITIONS:**

Must be able to use a camera, motor vehicle, computer and graphics/communications software, audio-visual equipment, telephone, photocopier and general office equipment.

Must have driver's license and own car to travel to meetings and project sites.

Send resume, cover letter and references to: Amy Fulton, Heritage Conservancy, 85 Old Dublin Pike, Doylestown, PA 18901 or via email: [afulton@heritageconservancy.org](mailto:afulton@heritageconservancy.org)

Questions: Call (215) 345-7020 ext. 153