



# HERITAGE CONSERVANCY

Land • History • Community

**Position:** Digital Communications Associate

**Department:** Marketing & Communications

**Employment Status:** Full-time, 37.5 hours per week, Monday – Friday

**Purpose of Position:** To support Heritage Conservancy's Marketing & Communications Department

**Organizational Relationships:** Supervised by Communications Manager

**About Heritage Conservancy:**

Heritage Conservancy is a community-based nonprofit organization that works with communities, landowners, businesses, governments, and other partners to ensure that the landscapes that make our region special endure and flourish, for the benefit of both people and nature. Founded in 1958 and based in Doylestown, PA, Heritage Conservancy has worked to protect more than 16,000 acres of open space, farmland, wildlife habitat, and important watershed areas throughout Bucks and surrounding counties.

We own and manage more than 50 properties, hold conservation easements on more than 250 properties, and actively pursue habitat restoration initiatives across the region. Heritage Conservancy also holds historic preservation easements and maintains a Register of Historic Places with over 700 entries. In our work to connect people to the environment and history of our region, to educate, and to inspire advocacy for land and watershed protection, we interact with thousands of community members every year, including more than 2500 students.

**Job Summary:**

The Digital Communications Associate helps manage all of Heritage Conservancy's communications and marketing projects, including social media, website content and design, email marketing, multi-media digital content, fundraising efforts, and design work for events and print collateral. It is a full-time, salaried position that requires 3+ days a week in person at our Doylestown office.

**Essential Functions:**

- Support day-to-day digital communications initiatives.
- Update and maintain content and manage basic web design and functionality on the back end of our WordPress website.
- Write, proofread, and edit content for website, newsletter, and other publications with an eye for style and marketing appeal.

- Manage email lists in Constant Contact and work to increase lead signups and open and click rates.
- Write, edit, and coordinate eblasts, newsletters, and other emails.
- Manage content on our social media accounts, drive growth, and create and share regular posts, including reels. Follow evolving best practices and track metrics to replicate high-engagement content.
- Design invitations, event program booklets, ads, brochures, signage and others projects in Canva.
- Assist with fundraising campaigns and events, including print collateral, photography, fundraising forms, and emails.
- Shoot and edit photos and video content of staff, projects, supporters, and events as assigned.
- Assist with the development and production of printed informational materials and signage as needed.
- Offer organizational support across departments, to learn and communicate news from various parts of work and mission.
- Support public relations and outreach efforts, including writing press releases and promoting events in community papers, sites, and calendars.
- General marketing and communications support for all departments as needed.
- Other essential duties as assigned.

**Job Requirements:**

- Education: Bachelor's Degree in Communications, English, Environmental Science, or a related field.
- Experience: Minimum of two years' experience in successful communications and marketing program development. Proficiency in Canva, WordPress, Microsoft Office, Google programs, major social media platforms, and Constant Contact or other eCRM.
- Other skills and attributes
  - Excellent written and oral communications skills
  - Ability to work on projects independently
  - Strong organizational skills and attention to detail
  - Ability to multitask, prioritize, and juggle multiple projects and deadlines
  - Interest in ecology and conservation issues
  - Experience with nonprofits and fundraising
- Occasional evening and weekend work to cover and assist with Heritage Conservancy events.
- Must have a driver's license and be able to assist with occasional off-site activities.

**To apply**, please send your resume and cover letter to Andrea Szyper at [aszyper@heritageconservancy.org](mailto:aszyper@heritageconservancy.org). Applications without a cover letter will not be considered. No phone calls please.