



Director of Communications and Digital Strategy

The Schuylkill Center for Environmental Education, a leading environmental education provider for the Philadelphia region, seeks a public relations and marketing specialist to lead its communications and digital strategy efforts.

This is a part-time (32 hours/week) hourly position with some benefits, including vacation and a flexible schedule. Position reports to the Executive Director.

Essential Duties and Responsibilities

- Serve as the editorial voice of the organization while maintaining organizational messaging through all departments and all media;
- Draft press releases while pitching/placing stories with regional media outlets;
- Maintain organizational graphic identity and brand consistency;
- Coordinate all aspects of print marketing from content development through printing and dissemination;
- Oversee all digital engagement efforts and guide the Communications Coordinator in the development and implementation of digital engagement campaigns;
- Produce and disseminate print newsletters and event calendars;
- Assist with event planning and execution as needed; manage press and photo opportunities at events;
- Set, monitor, and report on the Department's budget and manage its staff, including the Communications Coordinator;
- Serve on the Center's leadership team, directing large-scale planning efforts and setting policies across the organization while representing the department at senior-level staff meetings, all-staff meetings, and trustee meetings.

Qualifications and Requirements: The successful candidate will have strong verbal communication and excellent writing/editing skills, with at least 5 years' experience in the field, especially in the nonprofit environmental or education arena. A passion for the Center's environmental mission a plus. Proficiency in Adobe Creative Suite, especially InDesign, is required, as is familiarity (or willingness to learn) with email marketing platforms and website CMSs.

To Apply: Please send your resume and cover letter to Mike Weilbacher, Executive Director, at mike@schuylkillcenter.org or mail to Mike at the Schuylkill Center for Environmental Education, 8480 Hagy's Mill Road, Philadelphia, PA 19128. No phone calls please.

Please apply by close of business on Friday, July 21.