



Marketing and Public Relations Coordinator

The Schuylkill Center for Environmental Education, a leading environmental education provider for the Philadelphia region, seeks an individual to coordinate our diverse communications, marketing, and public relations messaging.

This is a part-time, hourly, hybrid role (20 hours/week) with some benefits, including vacation, sick time, and a flexible schedule. This position, in conjunction with the Director, is responsible for coordinating and managing the Schuylkill Center's various digital platforms and assisting in broad communications campaigns across the organization.

Essential Duties and Responsibilities

- Manage minor website updates (WordPress);
- Develop and implement strategies and campaigns for social media; develop and publish content and manage content strategies on social media channels; monitor and respond to comments on social media as needed;
- Assist in developing and implementing strategies and campaigns for the blog, and write and publish blog posts;
- Publicize events through digital platforms, submit events to external websites, manage online event calendar(s), and support staff in developing digital communications strategies;
- Manage email marketing (MailChimp) including planning, developing, and sending emails, updating and managing subscriber lists, and evaluating campaigns;
- Create/edit videos and photos for use on social media, YouTube, and website;
- Analyze data (Facebook Insights, Google Analytics, MailChimp) to understand performance trends and make recommendations for adjustments;
- Other responsibilities as needed or assigned.

Competencies:

- Familiarity with digital platforms (or aptitude to learn):
 - Canva, WordPress, Hootsuite, MailChimp, Adobe Suite and WordPress
- Possess excellent writing/editing skills (samples required);
- Have strong visual sensibility;
- Understanding of how to digitally edit videos/photos

Physical Demands/Work Environment:

The physical demands and work environment characteristics described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Candidate must be able to spend time outdoors and be able to walk/hike on uneven terrain

Education, Experience and Qualifications: A grounding in environmental issues, sustainability, or a demonstrated passion for the Center's mission is preferred. Relevant work experience will be considered in lieu of college degree.

Compensation: \$13-15/hour depending on experience

COVID-19 Vaccination Policy

The successful candidate must be fully vaccinated against COVID-19. An exception to the COVID vaccine requirement may be considered for religious or medical reasons.

To Apply: Please send a resume, cover letter, writing sample (no more than two pages), and resume to Amy Krauss, Director of Communications at akrauss@schuylkillcenter.org

No phone calls, please.

The Schuylkill Center is an Equal Opportunity employer and values a racially, ethnically, and culturally diverse work community. We strongly encourage applications from people of all backgrounds.