



## Marketing/PR 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 marketing and communications campaigns across the organization.

### Essential Duties and Responsibilities

- Routine website management (WordPress);
- Social media management: 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;
- Writing press releases and news advisories for events;
- Blog management: assist in developing and implementing strategies and campaigns for the blog, and write and publish blog posts;
- Program outreach messaging through digital platforms, submitting events to listing websites, managing our online event calendar(s), and supporting 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 and edit videos, photos, and graphics for use on social media, YouTube, and website;
- Analyzing data (Facebook Insights, Google Analytics, MailChimp) to understand performance trends and make recommendations for adjustments;
- Other responsibilities as needed or assigned.

**Required Qualifications:** The successful candidate will have strong computer skills, excellent verbal communication, visual sensibility, and attention to detail. Excellent writing, editing, and proofreading skills.

### Helpful Qualifications:

Knowledge in or aptitude for learning:

- Canva, WordPress, Hootsuite, MailChimp and social media engagement tactics
- Associate or Bachelor's Degree in Environmental Science, Biology, Botany, Horticulture, Agriculture, Sustainability, or related field
- Relevant work experience will be considered in lieu of a college degree.

- A passion for the Center's mission of connecting people with nature is helpful.

**Compensation:** \$15/hr

**COVID-19 Vaccination Policy**

The successful candidate must provide proof of vaccination status. An exception to the COVID vaccine requirement may be considered for religious or medical reasons.

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

Apply by Friday, June 16 . Only applications with all three documents will be considered.

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.*