



## **Director of Communications**

### **Primary Relationships**

- Reports to the Executive Director
- Serves as a key member of the senior staff
- Acts as point person for the media and marketing/PR vendors
- Strategic advisor to staff for marketing /PR
- Supervises Marketing/PR Coordinator

### **Essential Duties and Responsibilities**

- Responsible for creating, implementing, and measuring the success of the Center's marketing, communications and public relations program
- Ensure articulation of the Center's branding and position in the community to diverse constituencies, both internal and external
- Responsible for social media strategy and implementation, fully representing the Center across social media
- Guide the use of print and electronic assets to create a consistent style of communications through colors, typeface, graphics, writing style, etc.
- Ensure regular contact with target media; respond to media inquiries
- Collect and manage analytics and develop marketing and communications strategies based on data analysis and market research
- Oversee and manage website content
- Oversee freelance graphic designer and other communications contractors as needed
- Develop annual budgets for the department and its activities
- Keep informed of developments in the fields of marketing, communications, and public relations, not-for-profit management, and environmental issues to help the Center operate with initiative and innovation

### **Department/Organizational Management**

- Oversee, direct, and review the work of the Marketing/PR coordinator to ensure projects are on time and convey the Center's values, vision, and direction
- Model collaborative behavior within the department and across the organization
- Engage staff in continual process improvement to increase efficiencies for better collaboration and communication among departments

### **Required Qualifications**

- Minimum of five years experience in marketing, communications, or public relations with demonstrated success, preferably in the not-for-profit or environmental sector
- Excellent verbal communication, visual sensibility, and attention to detail
- Superior writing, editing, and proofreading skills
- Demonstrated skills, knowledge, and experience in the design and execution of non-profit marketing, communications, and public relations activities

**Compensation**

This position is full-time, salary with health, dental, vacation and sick leave benefits. Salary is commensurate with experience.

Send a letter of interest and your resume to Erin Mooney, Interim Executive Director, at [erin@schuylkillcenter.org](mailto:erin@schuylkillcenter.org).