



Communications and Development Associate (Part-time)

Pennsylvania Master Naturalist, a volunteer training and service organization in Pennsylvania, is searching for a talented Communications and Development Associate to support its media relations, social media and website communications, and resource development activities to promote and advance a volunteer service-learning program devoted to natural resource conservation in communities throughout Pennsylvania. The associate will assist with social media strategy and content; website updates; coordination and outreach to strategic partners; news tracking; cultivating and stewarding volunteers and donors, and other responsibilities as needed. Candidates should have strong written and verbal communication skills along with a relevant background in marketing, development, and natural resource conservation or environmental science. Prior communications education or experience is preferred.

Applicants should start by familiarizing themselves with the programmatic and strategic vision of the Pennsylvania Master Naturalist. To learn more go to <https://pamasternaturalist.org>.

RESPONSIBILITIES:

Provides communications and media relations support

- Draft, edit and distribute communications materials, including press releases and digital media content, annual and progress reports, and newsletters (print and digital)
- Drafts and updates website content and text for email and social media outreach
- Actively monitors, tracks and circulates relevant media coverage. Uses tools within the Salesforce system to develop media lists and monitor media clips, report releases and speaking engagements
- Prepares media and internal reports from key announcements, milestones and press releases
- Drafts and distributes regular reports to the Communications Committee, President/CEO, and staff on the status of program, products and projects
- Works with communications committee and staff on the production process for online and print communications
- Participates in communications and organizational strategic planning to ensure communications strategy is aligned with organizational goals and regularly informs teams of media outreach efforts and results

Provides development and administrative support

- Research and qualify prospective funders (individuals, corporations, and foundations)
- Research and identify sponsorship partners for special events, campaigns, or initiatives
- Assist in activity and processes to effectively steward donors
- Coordinate with Communications and Development Committee Chairperson(s) the agenda and prepare relevant materials for Communications and Development meetings

- Prepare and circulate minutes and action items for communications and development related meetings
- Prepare donor call lists and action items
- Serve as the staff contact for the Communications and Development Committee and its team
- Process incoming contributions by preparing acknowledgment paperwork, filing and tracking in database
- Support staff by managing administrative tasks and responsibilities

QUALIFICATIONS:

- Bachelor's degree and a minimum of 2-3 years of communications or cause related marketing experience
- A minimum of a year of experience in a nonprofit organization.
- Strong writing skills and some familiarity with written communications materials and digital strategy
- Demonstrated ability to work effectively on multiple tasks simultaneously, set priorities, organize time, identify resources as needed, work efficiently, meet deadlines, and work under pressure
- Good project management skills and attention to detail
- Understanding of media operations and news organizations and experience with media relations.
- Experience creating and maintaining media lists.
- Excellent written and verbal communication skills.
- Ability to work well in a team-based collaborative environment and independently.
- A deep understanding of donor cultivation and stewardship
- Strong knowledge of and experience working with MS PowerPoint, Excel and other presentation and analytical platforms
- Experience working with constituent management and marketing tools (salesforce, etc.)

TRAVEL:

Occasional travel to attend volunteer service training courses and projects, meetings and conferences.

COMPENSATION AND BENEFITS: This is a part-time position. Work schedule is flexible averaging 10-20 hours per week; weekdays and some weekends. Stipend: commensurate with experience. Although there are no health insurance benefits, it is a work from home position with flexibility in schedule (casual dress all-day, every day for the most part) and we provide opportunities for professional development and opportunities to get outdoors and have fun! No vacation tracking (you take vacation whenever you want – no need to keep track).

ABOUT THE OPPORTUNITY

Employees of PA Master Naturalist work in a collaborative and creative environment directed towards reaching a common goal of building a corps of knowledgeable volunteers dedicated to protecting our natural heritage. When you work for PA Master Naturalist, you will have the

opportunity to contribute to a cause that has significant and positive impact on land and water conservation efforts in Pennsylvania communities. PA Master Naturalist is part of a national alliance of outreach and service programs.

The Communications and Development Associate is an essential member of our team by supporting internal and external communications, marketing, development and administrative activities for PA Master Naturalist. He/she will also assist the Chief Executive Officer in a variety of ways including scheduling, preparing meeting minutes, attending meetings and following-up on action items, and other related duties.

We are seeking a professional whom has 'fire in their belly' to be a part of a dynamic team, achieve momentous results, and make an impact on our mission to engage citizens in saving nature for future generations.

APPLICATION INSTRUCTIONS

If you are ready to join our team and work to conserve Pennsylvania's natural heritage, please submit a cover letter, resume, three references, and a writing sample to michele@pamasternaturalist.org.

The cover letter should explain why the applicant is interested in working for PA Master Naturalist and how this opportunity fits into their career plans.

PA Master Naturalist is hiring for this position immediately and applications will be considered until the position is filled.

PA Master Naturalist is an equal opportunity employer and does not discriminate in its selection and employment practices. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability, protected veteran status, genetic information, age, or other legally protected characteristics.

Due to the high volume of inquiries that PA Master Naturalist receives, we thank all candidates for their interest yet only those who are selected for an interview will be contacted.