

## **Bowman's Hill Wildflower Preserve Job Description**

**POSITION:** Communications Coordinator      **DEPARTMENT:** Communications

**WAGE & HOUR STATUS:** Hourly      **EMPLOYMENT STATUS:** Part Time

**PURPOSE OF POSITION:** The communications coordinator is responsible for generating awareness for the Preserve and its mission as well as the promotion of the native plant nursery, educational programs, membership, special events etc to reach out targeted audience. The communications coordinator oversees, develops, and executes the annual marketing and communications plan to the budget and schedule and assures that it is aligned with the strategic plan. Communication channels include the bhwp.org website, social media, local news outlets, newsletters, brochures, etc. The communications coordinator works closely with staff and volunteer naturalists to ensure the technical accuracy of all promotional materials.

**ORGANIZATIONAL RELATIONSHIPS:** Reports to the Director

**OTHER RELATIONSHIPS:** Co-chairs the marketing committee with the board committee chair. Coordinates with the native plant nursery manager to promote the sale and awareness of native plants. Coordinates with the education coordinator and development team to promote programs and donor events. Acts as an ambassador for the Preserve.

**FINANCIAL RESPONSIBILITY:** Create and oversee budgets for marketing – print & radio advertising, website and social media promotions, print publications (including brochures and newsletters), eblasts through Mail Chimp, etc

### **ESSENTIAL FUNCTIONS:**

1. **WEBSITE:** Monitors content of the bhwp.org site to keep it up to date, technically accurate and to actively promote the Preserve's mission and ongoing programs. Writes and edits content; selects images; posts as needed. Uses Google Analytics to monitor web traffic and SEO; reports out to the marketing committee and director on trends and improvements. Maintains the website in collaboration with the staff, naturalists and volunteers utilizing the established style guide and voice for consistency and technical accuracy. Coordinates with web designer/site host on changes. Provides material for and coordinates with partner websites.
2. **SOCIAL MEDIA:** Develops a robust social media campaign to generate awareness for the Preserve. Utilize Facebook, Instagram and Twitter to create a community of followers where we provide the content and links to information our community wants. Follow like-minded organizations and share their events/programs. Thank donors, sponsors and volunteers for

their support. Respond to comments left by visitors timely. Establish metrics and monitor the progress of the site through reports to the marketing committee.

3. **MEDIA MANAGEMENT:** Writes and distributes program and special event releases to keep the public apprised of the calendar. Prepare and distribute electronic newsletter (Preserve Notes) to members using Mail Chimp. Writes and distributes special news releases as needed. Manage media requests for TV, radio, print. Generate PR opportunities by being aware of opportunities throughout the community. Network with travel and tourism organizations such as Visit Bucks County, Delaware River Towns Chamber, Greater Philadelphia Gardens, etc.
4. **PRINT and ePUBS PUBLICATIONS:** Oversee the production of promotional print materials. Develop, write, edit and/or collaborate on printed documents such as brochures, newsletters, calendar of events, annual report, annual appeal and other publications. Assign/select photos and illustrations that support the message/season of the year. Develop editorial content calendar with staff input. Coordinate with graphic designer and printer; oversee production and timely distribution.
5. **ADVERTISING:** Recommends advertising opportunities that would generate awareness for the Preserve, the native plant nursery, educational programs, donor events, etc. Once approved, execute to the schedule and budget. Provide feedback for effectiveness of each campaign.

**OTHER FUNCTIONS:** as needed

**JOB DIMENSIONS:**

**ASSIGNMENT AND APPROVAL OF WORK:** By Director

**RESPONSIBILITY AND DECISION-MAKING:** Develop, oversee and implement the Preserve's communications and marketing directives.

**REPORT PREPARATION:** Prepare annual marketing and communications plan with quarterly details, including routine work and special projects; reporting on work accomplished.

**JOB REQUIREMENTS:**

**EDUCATION:** B.A., B.S., or equivalent in public relations, marketing, or similar field.

**EXPERIENCE:** Must be a creative, self-starter with excellent time management and organizational skills. Must be a team player with the ability to work effectively with staff, trustees, interns, and volunteers. Must demonstrate attention to details to ensure accuracy of work produced to uphold the mission of the Preserve. Must be proficient with Microsoft

Office, social media (scheduling, analytics, etc), Mail Chimp, WordPress and have excellent written and communications skills. Experience with graphic design software (InDesign or Canva) a plus. Knowledge of mid-Atlantic regional flora helpful.

**BACKGROUND:**

Bowman's Hill Wildflower Preserve was founded in 1934 with a mission to inspire the appreciation and use of native plants by serving as a sanctuary and an educational resource for conservation and stewardship. It is a member-supported nonprofit organization that has come to be recognized as a local treasure, a state resource and a national institution. Known regionally for its community-based programming, it is considered a statewide source for native plants and is the only accredited museum in the nation focused exclusively on native flora.