



## Communications and Outreach Coordinator

June 2022

The Charles River Conservancy (CRC) seeks a team-oriented individual who is eager to build their communications skills to strengthen community connections to parks along the Charles River and enhance the impact of the CRC's mission. This position will play a central role in promoting all programs, supporting fundraising, and keeping the public informed of the organization's initiatives. The CRC is an Equal Opportunity Employer and encourages BIPOC, LGBTQIA+ and people from a range of backgrounds and experiences to add their unique perspective to the organization to apply.

### Organization Overview

Founded in 2000, the CRC is a 501(c)(3) nonprofit that strives to make the Charles River and its parks a well-maintained network of natural urban places that invite and engage all in their use and care. In partnership with the Mass. Dept. of Conservation and Recreation, state, city and community stakeholders, our goals are to: 1) cultivate active engagement with the river; 2) define the parks as a platform for community and cultural life; 3) advocate using research and placemaking; and 4) ensure long term sustainability of the natural resource and organization.

### Key Responsibilities

The Communications and Outreach Coordinator will have primary responsibility for developing and maintaining key communication content and tools. They will work closely with the Executive Director and program staff to connect and inform park users of the CRC's initiatives. Responsibilities include:

#### **Communications (70%)**

- E-newsletters and Email Blasts
  - Write, design, and send monthly e-newsletter
  - Create e-blasts for events, fundraisers, and advocacy action alerts
  - Manage contacts lists
- Social media (Facebook, Twitter, Instagram, LinkedIn, TikTok)
  - Oversee Co-op/intern to create content, consistently post, and engage with followers
  - Track and analyze trends to develop strategic audience growth
- Website
  - Maintain website, ensuring accuracy and timeliness of updates
  - Address occasional technical problems with website consultants
- Press
  - Manage press contact lists; edit and disseminate press releases
  - Coordinate with press on-site at events and serve as press contact
  - Support Executive Director interviews
- Outreach
  - Oversee the CRC's general email inbox
  - Participate in regular meetings with regional advocacy groups
  - Support Executive Director in creating presentations for meetings
- Design and manage the production of printed materials, such as the [Annual Report](#)
- Maintain photo and video library and manage professional photographers and videographers

### **Development (20%)**

- Support Associate Director with incoming donations by making bank deposits, logging donations, and generating thank you letters
- Draft fundraising communications and support bi-annual appeals and special campaigns
- Manage appeal mailing lists and donor contact information using donor database

### **Team and Organizational Support (10%)**

- Assist Executive Director in scheduling meetings with board members, donors and elected officials
- Provide occasional support at volunteer and community engagement events
- Support CRC staff with tasks outside job description as needed

### **Preferred Experience and Skills**

*We recognize no one individual will embody all listed attributes and encourage candidates with equivalent, non-traditional career experience to apply.*

- A demonstrated interest in the mission of the Charles River Conservancy
- Six months to three years of relevant professional experience
- Strong verbal, written and graphic communication skills
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Adobe Suite/Canva
- Experience using WordPress or willingness to learn
- Comfort with donor databases and discretion with confidential information
- Comfort communicating with and managing consultants
- Commitment to diversity, equity and inclusion and an interest in using best practices to increase representation of diversity in park users
- Familiarity with the Charles River parks as a visitor
- Willingness to help with tasks outside this job description on an as-needed basis, as well as work occasional evenings and Saturdays, particularly April-June and September-October
- Ability to communicate in more than one language preferred, but not required

### **Salary & Benefits**

Salary for this full-time position is \$45,000 - \$50,000, depending on experience. The CRC's strong benefits include:

- 10 days each: vacation, flexible time off, and holidays
- Option for partial remote work (post-pandemic)
- Health insurance (50% - 75% CRC paid) and reimbursements for dental cleanings
- CRC contribution to a cafeteria plan to be used on pre-tax basis for employee health insurance contributions, 403b contributions, transit, parking, dependent care or FSA spending
- 403b retirement plan with CRC contribution after 3 years of employment

### **Learn More**

The Executive Director will be offering information sessions on [Wednesday, June 29<sup>th</sup>](#) from 8:30-9:15 am and [Thursday, July 7<sup>th</sup>](#) from 12:00-12:45 pm. Click on either date to register.

### **How to Apply**

Please submit a resume and cover letter (and any other materials that best communicate why you are the right person for the job!) in a single PDF to [jobs@thecharles.org](mailto:jobs@thecharles.org) on or before Friday, July 15, 2022. Applications will be reviewed as they are received. We look forward to hearing from you!