

Membership & Communications Coordinator
Pennypack Ecological Restoration Trust
2955 Edge Hill Road, Huntingdon Valley, PA 19006

Description: The Membership & Communications Coordinator takes the lead on all aspects of membership, publicity, and communications, broadly defined. The Coordinator's principal responsibilities are related to maintaining, tracking, and growing the Trust's membership base and to providing information and support to board members and committees working on fund raising, marketing and recruitment efforts. In addition, the Coordinator serves as the Trust's weekday receptionist.* All Coordinators are liaisons to specific board committees. The Membership and Communications Coordinator is responsible for the Development Committee which houses the Marketing subcommittee (responsible for special events targeted at elevating public awareness of the Trust and enhancing the member experience), and the Membership Subcommittee (responsible for tracking and growing membership through various channels and in conjunction with events).

Qualifications: Must enjoy working with the public. Must be skilled in digital and print communication familiarity with web page management (Word Press in particular), database management, and various social media; experience in desktop publishing and editing a plus. The Coordinator must have experience with Blackbaud or other similar CRM software for non-profits. Furthermore, the Coordinator must be proactive about adopting new technology and adapting it for marketing and publicity. Background in mass mailings, customer service, have excellent office/time/and volunteer management skills preferable.

Reports to: Executive Director. Coordinates closely with the Education & Outreach Coordinator* and Controller.

Principal Responsibilities:

- Maintains CRM membership records, initiates membership renewals, and processes thank you letters for membership contributions and other donations.
- Updates and maintains our web presence on a monthly basis
- Orchestrates targeted email notifications to members, allies, the press.
- Integrates digital and print media for efficient mass communication.
- Oversees the production and distribution of all direct mail in conjunction with Executive Director and contracted graphic designer including *Coming Events* (quarterly), *Natural Landscapes* newsletter and annual report (1-2 times/year), and other special mailings (e.g., event postcards). Serves as the Trust's liaison with the U.S. Postal Service.

- Oversees the production and distribution of all communications related to the Membership and Marketing/Public Relations committees. Coordinates and/or executes the work of the subcommittee that include event planning, publicity, contractor coordination, and other related committee work. There will be special emphasis on such skills as plans for 5-7 special events are slated to occur for our 50th anniversary in 2021.

Additional Responsibilities:

- Makes bank deposits prepared by the Controller.
- Coordinates with the Controller to ensure cash, check, and credit card transactions are properly tracked as either or both member engagement and commercial transaction.
- Manages seasonal weekend retail events such as native plant and birdseed sales.*
- Prepares meeting minutes for the Board of Directors.
- Lead retail & membership gift efforts by designing physical and/or digital retail experiences, maintaining inventory, and curating retail items.
- Maintains production of stationery, trail maps, membership envelopes, etc. with the Trust's printer(s).
- Greets visitors and assists customers with retail sales (i.e., birdseed and gift shop items)*
- Other duties as assigned by supervisor.

This is a full-time salaried position. The successful candidate will demonstrate:

- autonomy/self-direction,
- recognize the need for team coordination,
- understand that our array of member needs and services is wide/varied and inclusive.
- Will strive to distinguish, elevate, and care for the image/brand of the Trust as a unique community leader in conservation and open space protection.
- Maintains confidentiality and professional interactions with members and staff.

*Responsibilities and tasks described with an asterisk may be addressed through delegation to volunteers, other Coordinator also delegate to a common volunteer pool.

Salary & Benefits

Salary Range: \$36,000-\$40,000 commensurate with experience

96% coverage of a Blue Cross Keystone Healthcare Plan East HMO healthcare plan (Silver plan)

Dental coverage
403(b) program which is a nonprofit version of a 401(k)
10 paid holidays
18 days Paid Time Off
Long Term Disability coverage
Life Insurance Policy

We have a minimum 37.5 hour work week M-F that is flexible between 7:30am to 5:30 pm. There will be early morning committee meetings and/or weekend or evening educational offerings that you will be asked to attend/host/present periodically. Before COVID, that meant about 1x/month.

There is no outside travel required for this position other than periodic local bank, supply, and postal runs.

We are committed to providing an inclusive environment for all, regardless of gender, age, gender identity, race, health status, national origin, relationship status, sexual orientation, disability, ethnicity, socioeconomic status, and religion.

We encourage you to learn more about the mission of the Pennypack Ecological Restoration Trust at our website: www.pennypacktrust.org

Send your digital cover letter and resume to:
Chris Mendel, Executive Director
cmendel@pennypacktrust.org