



Title: **Marketing & Communications Coordinator**  
Supervisor: Executive Director  
Location: Hopewell, NJ  
Date Prepared: May 3, 2022  
Start date: Mid-June  
Work style: Hybrid  
Compensation: Full-time, \$20/hour

### **The Sourland Conservancy**

Located in the heart of the most densely populated state in the nation, the 90-square-mile region sequesters carbon and provides fresh air and critical habitat for people and animals - including 57 state-listed, threatened, and endangered species. Streams that begin their journey on the Mountain flow into rivers that provide clean drinking water for millions of people in New Jersey and Pennsylvania. Resident and migratory birds, fish, and other animals rely on the Sourland forest to provide crucial food, shelter, and breeding areas.

The Sourland Conservancy plays a critical role in protecting the Sourland Region. The Sourland Conservancy's mission is to protect, promote and preserve the unique character of the Sourland Region. We value inclusion, knowledge, respect, and diversity.

**Summary of Position:** This position is responsible for overseeing and managing the marketing and communications for Sourland Conservancy. We are looking for someone that is creative, proactive, and detail-oriented. This role reports directly to the executive director.

### **Duties and Responsibilities:**

- Help develop marketing campaigns for various programs and events, and membership
- Help develop marketing collateral that aligns with SC branding.
- Write and issue press releases
- Design and edit graphics for print or web as needed
- Coordinate the publication of SC's e-newsletter and Seeing the Sourlands essay and other e-mail campaigns.
- Coordinate the bi-annual publication of the printed newsletter Sourland Journal
- Help keep SC website up-to-date
- Write social media posts, and help develop event collateral
- Tracks and reports email, social media, and website analytics
- Coordinate the production of video content for the SC website and YouTube channel
- Support semi-annual fund drives and fundraising events including Sourland Mountain Festival and Sourland Spectacular
- Foster relationships with volunteers, members, and partner organizations
- Coordinate with committee members to manage the promotion details of select events, initiatives, and programs

### **Social Media**

- Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and SC mission
- Manage social media editorial calendar and post valuable, shareable content regularly
- Monitors and reports on social media outreach

**Qualifications:**

- Two years experience in marketing or communications
- Highly driven and results-oriented
- Strong organizational skills, ability to multi-task
- Resourceful, creative, and flexible in navigating needs and priorities
- Agile thinker and problem solver
- Excellent organizational and time management skills
- Ability to work independently and collaboratively across the organization
- Excellent writing skills with an emphasis on writing for the web and social media
- Graphic design skills and experience with Adobe Creative Suite and/or Canva required
- Knowledge or experience working with email solution providers (e.g., Constant Contact)
- Ability to run reports and analyze data
- Knowledge or experience working with Facebook, Instagram, Twitter, and LinkedIn.
- Experience with WordPress, Squarespace, and Google Analytics is a plus.

The Sourland Conservancy is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, family status, or veteran status. The Sourland Conservancy values a diverse workplace and strongly encourages women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.

All Sourland Conservancy employees, volunteers and partners must follow CDC COVID-19 guidelines, wear a mask in enclosed spaces, and follow social distance protocol. Sourland Conservancy employees are required to be vaccinated and boosted against COVID-19.

**To Apply**

Please send a resume, cover letter, and contact information for two references in one document to [jobs@sourland.org](mailto:jobs@sourland.org). Applications will be reviewed and interviews will be scheduled starting the week of June 6, 2022.