



Wissahickon Trails is a community-based conservation organization headquartered in Ambler, PA. For 67 years, we have worked to protect and restore nature in the Wissahickon Valley, preserving 1,300 acres of critical open space, building 24 miles of trails for public access, and protecting the health of the Wissahickon Creek. We are seeking a new member of our team who will have the opportunity to impact local environmental conservation and improve the quality of life in the Wissahickon Valley.

Communications Manager

The Communications Manager is responsible for creating and implementing communication campaigns that further the achievement of the organization's strategic initiatives. The Communication Manager supports cross-departmental collaboration and collateral development and ensures that all communications tactics align with our strategic goals and brand identity and support the mission and values of the organization. Through digital and print communications, the Communications Manager creates meaningful and long-lasting connections between the people living, working, and recreating in the Wissahickon Valley and Wissahickon Trails.

We are seeking someone who is eager to contribute to a culture that values relationships, prioritizes listening to others, and has a demonstrated commitment to advancing equity, diversity, inclusion, and accessibility. This is a full-time, exempt position reporting to the Executive Director. Some work on weekends and evenings is required.

Essential Duties and Responsibilities

- Create and implement strategic communications campaigns (identifying key audiences, goals, strategies, messaging and tactics) supporting organizational programs and initiatives.
- Develop content across all communication platforms, including wissahickontrails.org, print newsletters, Constant Contact email campaigns, social media accounts, blogs, flyers, brochures, print ads, maps, and signs.
- Collaborate with Conservation, Development, and Engagement teams to maximize the organization's storytelling and promote events and initiatives to further the mission. Work with all staff members to maintain style guides and organizational voice to promote consistency in communications.
- Maintain and update communications protocols and processes, including crisis communications and conduct performance tracking for monitoring and evaluating key outcomes.
- Cultivate and manage media relationships, pitching story ideas to journalists to increase the visibility and profile of Wissahickon Trails. Includes writing press releases, media alerts, talking points, and op-eds as part of earned media strategy.
- Take photos and videos at preserves and events to share digitally and use in print collateral. Develop and deploy guidelines for staff and volunteers to provide content for possible use in campaigns.
- Outsource, coordinate, and oversee work with external vendors to ensure high-quality services (e.g. graphic design, map making, trail signs, videos, promotional items, printing etc.) are delivered on time and within budget. Periodically collaborate with consultants engaged in organization-wide communication assessments and strategy development.
- Build relationships with supporters, event attendees, partner organizations, and volunteers to ethically share their stories and deepen community engagement. Coordinate with external partners on joint communications efforts.
- Serve as co-chair of the Communications Advisory Committee.
- Full-cycle management of communications budget, working in partnership with program directors to identify needs and track spending.
- Additional tasks and special projects as assigned.

Qualifications, Experience, & Core Competencies

If you meet at least 75% of the criteria below we encourage you to apply

- Minimum of 4 years of experience in communications or marketing. Knowledge of best practices in strategic communications, audience research, and message development is required.
- Bachelor's degree in communications, public relations, journalism, marketing, or related field is preferred. An equivalent combination of experience and training will be considered in lieu of a bachelor's degree.
- Experience with graphic design (including Canva), photography (including smart phones), and basic video editing is desirable.
- Team-oriented with strong relationship-building, collaborative, and interpersonal skills.
- Practice personal reflection and self-correction to assure continual professional growth.
- Commitment to diversity, equity, inclusion, and accessibility and implementing best practices for inclusive and accessible communications.
- Ability to manage time and priorities independently while being flexible and responsive to emerging situations.
- Excellent verbal, written, editing, and analytical skills with the ability to craft compelling content.
- Demonstrated ability to measure the impact and success of communications strategies.
- Strong project management skills with the ability to deliver communications products on time and within budget.
- Must be able to travel independently around the region for programs and meetings.
- Must pass background clearances.

Physical Demands/Work Environment

The physical demands and work environment characteristics described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job, unless the requested accommodation causes undue hardship. The employee must be able to traverse 1-8 hours at a time outside at events or preserves and trails across the watershed. The employee is also regularly required to sit or stand at a desk for hours at a time, and stand, walk and operate general office equipment (computer, telephone, file cabinets, copier, fax machine and printer).

Compensation

This is a full-time, exempt position (salary range is \$63k - \$65k) with a full range of benefits, including paid time off, health (90% of employee and 50% of covered dependents premiums are paid by Wissahickon Trails), vision, and retirement (401k with up to 5% of salary matched by Wissahickon Trails after six months of employment).

About Wissahickon Trails

At Wissahickon Trails, we work to inspire and engage diverse communities of people in protecting, stewarding, and enjoying the land and waterways of the Wissahickon Valley. The board and staff are a collaborative team driven by the belief that people benefit when nature thrives. As a team, we are intentional in the culture we collectively create. We strive to be inclusive and equitable, as well as accountable, kind and thoughtful towards each other. We have a hybrid work environment where staff are in the office Mon-Thurs and Friday staff can work from home. Our office includes a few dogs, there are optional opportunities for socializing outside of work, staff field trips, and lots of laughs.

We value a racially, ethnically and culturally diverse work community and encourage applications from people of all backgrounds. Board and staff committees are working to build an inclusive, equitable, and diverse work environment and organization. Please feel free to ask us about this work! E.O.E.

To Apply

Please submit your resume and cover letter outlining interest and experience and 2 writing samples from your portfolio to Gail Farmer, Executive Director, hr@wissahickontrails.org. To submit your application in the mail: Gail Farmer, 12 Morris Rd, Ambler, PA 19002. No phone calls please. **For full consideration, please submit your materials by May 24, 2024.**