



TITLE: *Communications/Community Engagement Associate*

REPORTS TO: *Communications Director*

PART-TIME: *20-25 hours*

GENERAL OVERVIEW:

Barnstable Land Trust is a community supported non-profit organization working to conserve land and other natural resources in the Town of Barnstable and nearby areas.

Barnstable Land Trust seeks a part-time **Communications/Community Engagement Associate** to support our communications and programming efforts. Reporting to and working closely with the Communications Director, the ideal candidate will have strong digital communications and marketing skills, some event and/or program management experience, and be a team player who is excited by the opportunity to work within a growing and dynamic nonprofit organization.

COMMUNICATIONS

A. Digital Channels

- Website: Manages website updates, tracking, and other basic website changes using Square Space platform.
- E-Blasts: Designs, formats, and distributes weekly/bi-weekly eblasts; assists on content and data analytics using Constant Contact.
- Social Media: Plays a key role in executing communications plan/strategy via social media channels (primarily FB and IG); helps to develop content and data analytics.
- Program Registration: Creates online registrations for various programs; tracks analytics and data sharing with other departments.
- Online Content: Helps develop content that includes storytelling using photographs, video, audio, and partner content.

B. Press and Public Relations

- Provides support in distributing press materials and executing public relations efforts.

C. Print and Collateral

- Helps coordinate various print projects including but not limited to the Annual Newsletter, development communications, special projects, etc.
- Project manager for printing, mailing, distribution, designer liaison, etc.

PROGRAMS

- A. Logistics: Manages scheduling, registrations, on-site support, volunteer host coordination, speaker/guide confirmations, and promotion for 1-2 programs per month (average).
- B. Content: Involved with creating monthly topics/content and programs that aligns with strategic priorities.
- C. Strategy: Works on programming strategy and calendar that aligns with organizational goals.
- D. Initiatives: Part of a team managing an AmeriCorps project for new youth/community engagement initiative.
- E. Annual Meeting: Takes a leadership role in managing program logistics for Annual Meeting in July coordinating with all departments, staff, volunteers, and board.
- F. Volunteer Recognition Event: Key liaison in managing program logistics for annual Volunteer Recognition event, coordinating with Volunteer Committee.

GENERAL

- A. Special Projects: Works on special projects as directed that focus on community engagement including research, audience surveys, community meetings, creating video content, etc.
- B. Interns and Volunteers: Plays a key role in coordinating volunteers and interns to support departmental activities.
- C. Impact Tracking: Helps to analyze data, collect stories and 'soft impacts,' reinforce key messages, etc.
- D. Design/Layout: Designs some digital and print materials as needed.

QUALIFICATIONS

- Degree in related field or commensurate experience.
- Exceptional marketing, digital communications, and event/program skills.
- Familiarity with Microsoft, Constant Contact, Square Space, Canva, Zoom, and Adobe Creative Suite is a plus.
- Attention to detail and ability to accurately edit written materials.
- Strong interpersonal skills.
- Ability to multitask and manage time appropriately.
- Interest and ability to: work collaboratively and support volunteer involvement, build community relationships, and grow within the role.
- Willingness to work a flexible schedule that may occasionally include weekends and/or evening events.
- Love for the outdoors, familiarity with Cape Cod and its natural resources is a plus.

Hourly compensation. Applications accepted on a rolling basis until position is filled. Please send cover letter and resume via e-mail to: Sue Dahling Sullivan, Communications Director at sue@blt.org.