



## **Job Opportunity: Communications & Public Relations Manager**

The Communications & Public Relations Manager has overall responsibility for all media relations and public communication, all event and program publicity, all digital newsletter updates to members and followers, all social media content management, website development and maintenance, and registration and content management platforms. In addition, this position works with other team members to support membership drives and membership outreach through digital and printed fundraising tools. Finally, the position entails collaborative coordination of several annual events as well as many other ongoing events such as press conferences, member outings and trail cleanups. The position reports directly to the Executive Director, but works collaboratively with eight other professionals in finance, grants, trails management, educational programming and administration.

*SRG is seeking to fill this position with a communications/public relations professional with a minimum of three years of related experience. Salary range is \$45,000 to \$50,000 plus benefits.*

### **Qualifications**

The successful applicant will be expected to demonstrate the following competencies:

- Excellent communication skills, both written and verbal
- Skilled in managing multiple projects simultaneously
- Bachelor's degree in communications, journalism, English or related subject preferred, but significant, related work experience may be accepted in lieu of degree
- Demonstrated technical skills, including: Mailchimp, WordPress, Microsoft office suite, Zoom video conferencing, Google Workspace, various online registration programs, Facebook, Instagram, Twitter, and YouTube
- Experience in managing and updating a WordPress website, as well as domain registration and web hosting sites such as GoDaddy and Network Solutions
- Experience in graphic design using systems such as Canva to create engaging and attractive content
- Knowledge of Adobe Creative Suite, photography and video experience preferred
- Must be able to work independently, but also be comfortable with collaborative working relationships, relating well with people and partners at all levels and from all communities
- Experience in managing interns, volunteers and/or temporary employees
- Must be able to attend occasional evening or weekend events
- Position requires occasional work outdoors and standing for long periods of time

The Communications & PR Manager will be expected to work from SRG's offices in Pottstown, PA.

## **Position Details**

Following is a more detailed listing of the duties and responsibilities of this position:

### **Media Relations:**

- Write and distribute press releases for all events, trail news, SRG news and Schuylkill River Restoration Fund
- Maintain a current list of media contacts and nurture media relationships
- Provide photos and information to reporters as needed
- Track mentions of SRG, Schuylkill River, and Schuylkill River Trail in media publications utilizing Google analytics

### **Email Communications through Mailchimp:**

- Maintain newsletter subscriptions
- Design and distribute digital newsletter and announcements as needed

### **Social Media:**

- Maintain and post regularly to the following social media sites: Facebook page for both SRG and the SRT, Instagram, Twitter and YouTube
- Oversee membership and maintain Schuylkill River Sojourn Facebook Group
- Communicate with social media users by responding to comments and questions
- When needed, create custom advertisements for social media sites

### **Website:**

- Update, edit and maintain SRG's WordPress website
  - Create content for SRG updates section, upcoming events page, program pages, and other areas of website as needed
  - Collaborate with all staff to establish objectives and update each department's information on the website as needed
  - Post alerts about the trail and river as needed
  - Create forms within website as needed and monitor incoming information
  - Update inventory numbers and description of items in online store as needed
  - Monitor monthly website maintenance report and resolve issues as needed
  - Monitor user messages and comments to respond as needed
  - Monitor website traffic and other analytics

### **Membership:**

- Support creation of annual membership appeal materials, fundraising and sponsorship letters and inserts
- Use digital newsletter campaigns for membership and donations
- Post donation and membership information on the website
- Assist with donor management software program, DonorSnap, as needed

- Monitor online submissions for Honor/Memorial Donation Gift Program and Gift Membership Program
- Create content to share on social media and in digital newsletter during membership drive periods

### **Events:**

Responsible for comprehensive event communication support for several annual events as well as regular event programming, entailing the following:

- Create announcements and/or invitations
- Promote and market on social media, in press and elsewhere
- Set up and manage registration for events, follow up with registrants
- Update website with all event activity and updates
- Attend events with other SRG staff
- All publicity: flyers, press releases, email blasts, website and social media
- Conduct follow-up surveys

### **Compensation and Benefits:**

This is a full-time position. The salary range for this position is \$45,000 to \$50,000. We value work-life balance and provide the following benefits to help our staff manage their mental, emotional, and physical health:

- Paid time off including vacation days, holidays and personal leave
- Group health insurance
- Retirement Savings Plan with matching contributions
- Team building and bonding outings
  - Opportunities for hiking, kayaking and other recreational activities

*SRG is committed to building a staff that matches the diversity of the communities we serve. We are dedicated to celebrating and preserving a heritage area that is diverse, equitable and inclusive. We value the different experiences, knowledge and unique capabilities applicants will be able to share because of varying social, cultural, and racial backgrounds. We recruit, employ, train, compensate, and promote regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability status, or any other characteristic protected by law.*

### **How to Apply:**

Please send cover letter and resume via e-mail with the subject line "Communications Position" to:

Elaine Schaefer, Executive Director, [eschaefer@schuylkillriver.org](mailto:eschaefer@schuylkillriver.org).

***All submissions must be received by 4 PM on May 20, 2022.***

## About SRG:

Encompassing 1.2 million acres over 1,700 square miles, Schuylkill River Greenways NHA links 3.2 million people across five Pennsylvania counties – Schuylkill, Berks, Chester, Montgomery and Philadelphia – to the unparalleled opportunities afforded by the Schuylkill River, the Schuylkill River Trail and the surrounding watershed.

The mission of SRG is to connect residents, visitors and communities to the Schuylkill River and the Schuylkill River Trail by serving as a catalyst for civic engagement and economic development in order to foster stewardship of the watershed and its heritage.

The mission is realized by leveraging the River and the award-winning Schuylkill River Trail – both the land and the water trails – as platforms for revitalization of surrounding communities, for stewardship of natural resources, for improved public health through recreation, and for greater appreciation of the region’s cultural heritage. The Schuylkill River Trail is SRG’s signature project – today, there are about 80 completed miles of the planned 120-mile land trail working to connect Frackville to Philadelphia. The Trail also provides connection for the three National Park sites within the Heritage Area.

SRG works with over 140 different formal and informal partners to achieve its vision of the Schuylkill River watershed as a thriving and economically revitalized region, whose residents and visitors understand, value and are fully committed to the stewardship of the river and its heritage. SRG has recently completed a ten-year strategic plan, which provides an aspirational and achievable roadmap with a detailed action plan for the next three years and overarching goals for the next decade.

Founded in 1974 as the Schuylkill River Greenway Association, the organization focused on the preservation of the riverfront in Berks and Schuylkill Counties. SRG has grown in its mission and geographic scope over the years and today is a non-profit organization guided by a Board of Directors and supported by a staff of nine. SRG is supported in executing its work through federal (NPS) and state (DCNR) budget appropriations and also through grants and donations from foundations, corporations and individuals committed to advancing SRG’s mission.

The economic benefits derived by the region from SRG’s work are real and significant. The findings of a recent comprehensive economic impact study conducted by Tripp Umbach were impressive: the natural and historical features of SRG generate \$589.9 million in economic impact, support over 6,000 jobs, and generate \$37.7 million in tax revenue.

Learn more about SRG, its programs, leadership and history by visiting [www.schuylkillriver.org](http://www.schuylkillriver.org).