



## **Job Description**

**Title:** Marketing & Communications Coordinator

**Summary of Position:** Coordinate Teatown's external communications, public relations, and marketing efforts.

- Implement and evaluate Teatown's marketing program and budget
- Timely delivery of scheduled communications

## **Principle Duties and Responsibilities:**

- Serve as webmaster for [www.teatown.org](http://www.teatown.org); Coordinate both the front end and back end management and appearance end for the website
- Responsible for Teatown's visual brand identity, assuring that brand is consistent across communications
- Generate print material including material to promote programs and events, the Annual Report, brochures, flyers, etc.
- Write and disseminate Teatown's bi-weekly eNewsletter, sharing Teatown happenings, environmental stewardship thought pieces, and events
- Create and execute a content management strategy designed to establish Teatown as a thought leader in environmental stewardship, sharing photography, events, updates, and happenings across platforms including social media and the Teatown Blog
- Promote attendance at public programs and all events through broadcast emails, by posting in online community calendars, and through media partnerships
- Create summer camp MudPrints e-blast for each camp session (6 total).
- Generate, implement, and assess all advertising for Teatown
- Write and submit press releases, and conduct follow up
- Design signage for the campus and preserve
- Create strategy, implementation, and assessment of the general marketing budget, as well as the summer camp advertising budget
- Create communication plans for special initiatives (i.e. parking communication, our new membership communication model, etc).
- Handle all professional collateral printing -- including getting quotes, managing relationships with printers, submitting approved collateral, and managing invoices for all departments
- Responsible for the design of the Teatown Trail Map, including updating when needed
- Other duties as required

## **Position Requirements/Qualifications:**

- Candidate will have 5 years of relevant experience including familiarity with social media platforms
- Bachelor's degree in communications, marketing, or relevant major
- Excellent graphic design and copywriting skills
- Experience with the Adobe Creative Suite



- Ability to represent Teatown and to deal effectively with a wide range of individuals, donors and organizations
- Solid writing, oral communication, and analytical skills
- General knowledge of environmental science and nature conservation a plus
- Native Spanish fluency a plus
- Ability to work on occasional weekends and evenings

**Salary range:** \$40-\$45,000 per year. Compensation commensurate with experience.

**Instructions:** To apply, please send your resume and cover letter to Kevin Carter at [kcarter@teatown.org](mailto:kcarter@teatown.org). No phone calls please.