



# Potomac Valley Audubon Society

[www.PotomacAudubon.org](http://www.PotomacAudubon.org) | P.O. Box 578, Shepherdstown, WV 25443 | 681-252-1387

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## Position Announcement: Communications/Marketing Manager

### Organizational Background

Potomac Valley Audubon Society is a non-profit organization that serves the Potomac River valley including Berkeley, Jefferson, and Morgan Counties in WV and Washington County, MD. Established in 1982 as a chapter of the National Audubon Society, PVAS is “people dedicated to preserving, restoring and enjoying the natural world through education and action.” PVAS manages four nature preserves totaling 500 acres including wetlands, forests, fields, and a nature center. Over the last 15 years, it has grown to reach over 6000 people per year with its programs in schools, summer camps, Master Naturalist Program, birding trips, and other programs for all audiences using the appealing open spaces, rivers, creeks, fields and forests of the region.

### Organization and Reporting

The Communications/Marketing Manager will collaborate with and report to the Executive Director. The day-to-day operational relationship shall be between the Communications/Marketing Manager and the Executive Director. The Communications/Marketing Manager will be based at PVAS’s Nature Center at the Cool Spring Preserve, six miles south of Charles Town, WV.

### Roles and Responsibilities

PVAS seeks a full time Communications/Marketing Manager who is passionate about the natural world and environmental issues. Responsibilities will include development and implementation of a strategic, detailed marketing and communications plan that includes media relations, electronic media (social media, website, newsletter), printed materials, and other methods to engage members, donors and the local community; Management of a Customer Relationship Management (CRM) system and database for communication with and tracking of donors, members, volunteers and other contacts.

### Communications:

- 1) Website management. Ensure website is up to date, accurate, and dynamic in collaboration with other staff.
- 2) Manage social media for PVAS (Facebook, Twitter, Instagram, MailChimp, YouTube). Responsibilities include responding to messages and inquiries, updating across platforms to engage followers, ensure posts are balanced across program areas in collaboration with staff.
- 3) Using database, prepare letters and e-mails immediately following events and programs to engage and thank program participants and donors. (Thank you letters, sympathy letters, etc...)
- 4) Generate “Heads-Up” bi-weekly e-newsletter to update and engage members and friends using MailChimp (integrated with database)
- 5) Coordinate staff and volunteer contributions to “Valley Views” bi-monthly newsletter.
- 6) Keep press informed of upcoming activities:

*Potomac Valley Audubon Society is people dedicated to preserving, restoring and enjoying the natural world through education and action. Join or donate today! Learn more at [www.PotomacAudubon.org](http://www.PotomacAudubon.org).*

*EIN#: 55-0626891*

- a. Keep press contact list current and communicate regularly with press about upcoming events, programs, fundraisers, announcements, etc....
  - b. Write press releases and send to press with appropriate timing for event.
  - c. Invite press to observe/feature programs
  - d. Organize Press Events for PVAS Announcements
  - e. Work periodically with papers on in-kind advertising and occasional paid advertising.
- 7) Ensure consistent branding across program areas: preserves, educational programs, conservation, membership, etc. to effectively communicate and market PVAS programs
  - 8) Answer phones and take messages for staff, answer questions from general inquiries, pass along wildlife questions to appropriate parties, etc...
  - 9) Answer general e-mails or direct to appropriate colleagues.

### **Event Marketing**

- 1) Manage Fall Bird Seed Sale, Native Plant Sales, On-line Auctions/Fundraisers, and on-line stores using database – including publicity, development of forms (in database), volunteer recruitment, and order tracking (invoices, payments, etc.)
- 2) Fundraising events (Fall and Spring) – Assist events committee with promotion, invitations, tracking donations, writing thank you letters, communicating with guests, and entering all donations in the database (Little Green Light). Attend events to greet and track guests and other elements to the event (silent auction, live auction, raffles, etc.)
- 3) Annual “This Race is for the Birds!” – promotion of race across running websites, promote sponsorships, track sponsorships, and general support of the race.
- 4) Fireflies, Fiddles and Frogs, Wine in the Woods, and other Events as they are developed –Assist in promotion of event and tracking of volunteers, participants, and sponsors.

### **Database Management**

- 1) Primary user and manager of the database, LGL (Little Green Light). Become fluent in its use and navigation.
- 2) Manage contacts in the database and make updates to contact information continuously (relationship information, merging contacts/duplicates, deaths, divorces, marriages, new addresses/emails/phones, etc.)
- 3) Track donations in the database, prepare and send thank you letters in a timely fashion, and send out reminders of annual contribution commitments.
- 4) Ensure volunteer hours are tracked in database by project area (preserves, programs, etc..)
- 5) Track grants in database, uploading applications and acceptance letters, and tracking pledges, and receipts. Generate reports on grants from database for annual reports, grant histories, etc.
- 6) Track program payments/invoices in database.
- 7) Generate reports from database for bookkeeping, mailings, program reports, fundraising reports upon request of Board or Executive Director.

- 8) Coordinate with bookkeeper to track and reconcile income across accounting systems (i.e. constituent database, Quickbooks, and payment processing servers including Stripe and PayPal). Involves generating bank deposit reports, reconciling income received from special events, programs, annual appeals, etc.

### **Membership Marketing and Management**

- 1) Market and promote PVAS memberships and the perks that accompany memberships.
- 2) Manage membership information in the database including renewal reminders, NAS vs. PVAS memberships, etc.
- 3) Work with partners to confirm and promote partner discounts.
- 4) Be the point of contact for membership questions.
- 5) Update membership pages on the website.

### **Market Programs Across Audiences and Across Media**

- 1) Youth Programs (Schools, Homeschool Families, Preschool Programs, Summer Camps)
- 2) Family Programs (Wee Naturalists, Family hikes, “Fireflies, Fiddles, Frogs”)
- 3) Adults Programs (Master Naturalists, Workshops, Monthly meetings, Bird Walks, Field Trips, etc.)
- 4) Conservation Programs (Habitat Stewardships, Weed Warriors, Preserves)
- 5) Potential programs for partners (4-H, B&G Clubs, Libraries, Other FB Pages, Shepherd University, Parks & Rec, Lifelong Learning)

### **Market Fundraising Opportunities in Coordination with Executive Director**

Market opportunities to support PVAS through bequests, legacy gift program, endowments, events, fund drives, and other giving opportunities.

**Manage PVAS Photo Gallery** for PR, Website, Annual Reports, Website, Communications, etc...

### **Other**

- 1) Assist with identifying potential fundraising and income-producing opportunities that support existing and future programs. Sources may include grants, individual donors, and revenue from programs.
- 2) Assist with special events, onsite and offsite.
- 3) Other duties as assigned.

### **Qualifications, Skills, and Abilities**

- 1) BA or higher degree in communications, marketing, media, or related field and/or minimum of 2 years experience in these areas.
- 2) Proficiency in Microsoft Office, databases, social media platforms, and basic website editing and updating. Some design and CRM experience is helpful.

- 3) Passion for nature and environmental issues highly desired.
- 4) Strong verbal and written communication skills to effectively communicate with people from diverse backgrounds and cultures, including a wide range of stakeholders.
- 5) Ability to take initiative and prioritize tasks; excellent time management skills; proactive problem-solving skills; ability to plan and manage budgets; and excellent people skills that help to cultivate an inclusive working, teaching and learning environment.
- 6) Have reliable transportation, a valid license and good driving record.
- 7) Lift and carry 40 lbs over uneven ground for distances a minimum of 50 feet; hike at least two miles over rough terrain at a brisk pace (4mph).
- 8) Must undergo thorough background check.

### **Details & Benefits**

1. Full-time year round position involving some weekend and evening hours.
2. Annual starting salary \$35,568.
3. Annual contribution to Health Savings Account if eligible.
4. Annual matching contribution to SIMPLE IRA through Vanguard.
5. Paid vacation, holidays, sick days.
6. Flexible, casual work environment in the beautiful Eastern Panhandle of West Virginia and Washington County, MD.

### **To Apply:**

Send cover letter, resume and three references to Kristin Alexander by e-mail at [Kristin@PotomacAudubon.org](mailto:Kristin@PotomacAudubon.org) by September 1, 2020. We hope to fill the position by September 30, 2020.

**Note:** Cover letter should relate your experiences and abilities to this specific job. Generic or non-specific letters will receive no reply. No phone calls please. Send inquires to [Kristin@PotomacAudubon.org](mailto:Kristin@PotomacAudubon.org).

*The Potomac Valley Audubon Society is an equal opportunity employer.*

*All qualified applicants are welcome and will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.*

*Further, PVAS acknowledges that it is unlawful to retaliate against any person who ,or organization that, files a complaint about such discrimination. AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.*