



# Pike County Conservation District

**May 7, 2025**

## **Communications Coordinator**

Pay: \$33,000-\$48,000 a year

Job type: Full-time

Shift and schedule: Monday to Friday, weekends as needed, evenings as needed

## **Full Job Description**

### **The Position**

Are you a storytelling enthusiast with a knack for digital wizardry? Do you thrive on crafting compelling narratives that captivate audiences and spark engagement? We're seeking a dynamic Communications Coordinator to lead our educational outreach efforts, connecting the community with the wonders of nature and the importance of conserving Pike County's natural resources. In this role, you would have the opportunity to plan and execute educational events and outreach activities; work closely with local organizations, schools, and community groups to promote and expand our educational programs; and create and distribute engaging content across various platforms.

### **Description of Work**

- Work with other District staff, Board members, County departments, cooperating agencies/ partners, community groups, educators, and municipalities to plan and implement conservation education and outreach on natural resource topics of local interest/concern and on the District technical programs, including workshops, conservation training initiatives, programs, etc.
- Serve as a resource to County school districts and educators for integration of conservation education into existing curricula and for presentations on the District's priority conservation areas of concern.
- Provide general conservation and natural resource management information to and advise the general public of assistance available from local, state, and federal agencies.
- Develop and prepare materials which promote conservation information, market District services, and announce District activities through newsletter articles, brochures, flyers, displays, website, and through social media avenues including Facebook, Instagram, LinkedIn, etc.
- Develop/ assemble materials and communications for outreach to the public, visitors, community members, and customers and coordinate the best means for reaching the various target audiences.
- Work directly with the District Manager on public relations activities such as: preparation of news releases/articles, public service announcements, advertisements, PowerPoint presentations, etc. Arrange for media coverage of programs/ activities. Maintain District website; plan/ draft monthly digital newsletter.
- Schedule, coordinate, and promote special events including Envirothon, the PCCD Annual Dinner, etc.; coordinate fund-raising activities related to these where applicable.
- Identify potential funding sources for conservation education and outreach programs, draft grant proposals/applications, manage grant activities, maintain grant-related records, and prepare reports.
- Maintain and enhance the District's conservation and environmental resource files, outreach materials, and library; as well as facilitate distribution of materials to teachers, schools, public libraries, municipalities, communities, media, and the general public.
- Coordinate development and publication of the District's Annual Report.

**556 Route 402, Hawley, PA 18428**

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- Assist with development of the PCCD annual education and outreach work plan and annual budget priorities for programs, review previous year's plan and report on accomplishments.
- Serve as the District's Right to Know Officer, receiving, reviewing, and responding to requests for access to District public records consistent with the District Board's Right to Know Policy and Procedure.

#### **Work Schedule and Additional Information**

- Full-time employment
- Salary commensurate with experience.
- Benefits include paid days off, life insurance, health insurance, retirement plan, and optional dental plan.
- New employees will receive health insurance coverage after a waiting period of 90 days.
- Paid days off include County-designated holidays.
- The normal work schedule for full-time employees is eight (8) hours Monday through Friday from 8-4:30 with ½ hour unpaid lunch. Based on programming, some night and weekend work hours will be required as part of the position.
- Occasional out-of-town overnight travel (expenses paid) can be expected for training, workshops, etc.
- After 90 days of continuous, regular employment with a satisfactory performance record, employees may request a telecommuting (for one day per week) or compressed schedule arrangement in accordance with the PCCD Telecommuting Policy and Procedure. Please note, District operational needs, employee performance, and individual job responsibilities will continue to be considered before approval of, or continuation of flexible scheduling.

#### **Required Experience, Training, & Eligibility**

- **Public Speaking & Educational Programming:** Ability to lead/ facilitate educational presentations/ programs for the public, schools, and community groups, effectively conveying complex information in an engaging manner. Thorough knowledge of instructional techniques/ practices, including use of video/ audio aids.
- **Knowledge of Soil and Water Conservation:** Understanding of soil and water conservation issues/ techniques, including but not limited to erosion control, water quality monitoring, and sustainable land use practices.
- **Interpersonal Skills:** Strong ability to build and maintain relationships with internal team members, media contacts, and external stakeholders.
- **Event Coordination:** Ability to plan and execute internal and external events, including webinars, workshops, and community outreach programs and events, to promote organizational initiatives.
- **Media Relations:** Ability to cultivate and maintain relationships with media outlets; draft press materials and coordinate media inquiries to enhance public relations efforts. Thorough knowledge of marketing principles.
- **Analytics & Reporting:** Ability to monitor and analyze communication metrics to assess the effectiveness of campaigns and strategies; ability to provide regular reports and recommendations for improvement.
- **Digital Literacy:** Proficiency in digital communication tools and platforms, including content management systems, social media, and email marketing software. Proficiency in Microsoft Office suite and Canva. Knowledge of ArcGIS is a plus.
- **Exceptional Written and Verbal Communication Skills:** Ability to craft clear, engaging, and persuasive messages tailored to diverse audiences.
- **Project Management Expertise:** Strong organizational skills with the ability to manage multiple projects simultaneously, ensuring timely and successful completion.
- **Analytical Thinking:** Ability to assess communication strategies through data analysis, making informed decisions to optimize outreach efforts.
- **Creative Problem-Solving:** Innovative approach to developing engaging content and overcoming communication challenges.
- **Attention to Detail:** Meticulous in proofreading and editing content to ensure accuracy and consistency.
- **Adaptability:** Flexibility and ability to adjust strategies in response to changing organizational needs and external factors.
- **Mathematical Proficiency:** Ability to apply mathematical concepts to analyze data, assess campaign effectiveness, and manage budgets.
- **Crisis Management:** Capability to remain calm and effective under pressure, delivering clear and concise information during critical situations.

- **Physical Stamina:** Ability to work outdoors in various weather conditions independently or with a team; traverse difficult terrain such as steep slopes and uneven possibly slippery land surfaces; and lift, carry, push, and/ or pull heavy objects weighing up to 50 lbs. Ability to perform duties in environments with variable temperatures, odors, potential exposure to toxic substances, noise, vibrations, wet conditions, and airborne particulates, while maintaining health and safety standards.
- **Driver's License Requirement:** Applicants must possess a valid/ current Pennsylvania driver's license and have a clean driving record.
- **Child Abuse Clearance Requirement:** In compliance with the Pennsylvania Child Protective Services Law (CPSL), all employees engaged in regular educational programming are required to obtain and maintain the following clearances: Pennsylvania Child Abuse History Clearance, Pennsylvania State Police Criminal History Clearance, and Federal Bureau of Investigation (FBI) Criminal History Clearance.
- **Education:** Bachelor's Degree in environmental education or a related field or a Bachelor's in marketing or communications with science or environmental minor, and a minimum of one to two years of related experience preferred. A combination of relevant education and experience may be considered to meet the qualifications for this position.
- **This position requires flexibility to work occasional evening and weekend hours to effectively engage with the community and support program activities.**

#### **How to Apply:**

Candidates must submit a resume and cover letter to PCCD:

Please apply by e-mail with a subject heading indicating the position the applicant is interested in - "Communications Coordinator" to: [pikecd@pikepa.org](mailto:pikecd@pikepa.org) by 4:00 p.m. EST on May 21, 2025.

#### **Our Mission**

Pike County Conservation District (PCCD) is committed to the long-term protection and sustainable use of Pike County's natural resources. We accomplish this through partnership, education, technical assistance, planning, enforcement, and leadership.

#### **History**

PCCD was created by the Pike County Commissioners in 1956 and is a legal subdivision of state government. The District is governed by a Board of Directors who meet monthly to help plan programs, guide staff, and coordinate efforts which provide conservation assistance and education in Pike County. District staff provide technical assistance for residents on natural resource and watershed conservation, groundwater protection, grant writing, and program administration.