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Position: Communications Coordinator  
Reports to: Advancement Director

Date: July 2024  
FLSA: Exempt

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#### Position Summary:

The New York-New Jersey Trail Conference seeks a Communications Coordinator who will engage the Trail Conference's community to raise the organization's profile and visibility. This includes creating visual and written content that consistently articulates the Trail Conference's mission, vision, and values through a variety of communication platforms. The Trail Conference is committed to building a culturally diverse organization through its employees and community to ensure that the joys of nature belong to everyone, regardless of race, ethnicity, gender, gender identity, age, disability, national origin, or religion.

#### Responsibilities

- Assist with the development, implementation, and evaluation of the annual communications plan across the organization's distinct audience sets, emphasizing philanthropic initiatives to meet organizational revenue targets, in collaboration with the Advancement and senior teams.
- Develop, distribute, and maintain all print and electronic content and campaigns including newsletters (print and digital), digital philanthropic appeals, annual reports, and brochures.
- Engage and lead audiences to measurable actions including philanthropy, volunteerism, and visibility.
- Serve as the primary writer, curator editor for our printed bi-annual Trail Walker magazine.
- Curate creative, informative, and impactful content—including written pieces, photos, videos, and marketing collateral—geared toward the Trail Conference/outdoor community; curate and edit additional contributions from staff, volunteers, and others.
- Management of website and social media accounts (Facebook, Instagram, LinkedIn), including content development, posting, and daily community engagement.
- Track and report analytics and effectiveness of digital content, including SEO, to raise visibility and create a more engaged, diverse, and inclusive community.
- Ensure the organization's outreach efforts adhere to Trail Conference values, branding, and style guides.
- Organize volunteers and interns to help accomplish job responsibilities.
- Utilize graphic design skills to help create marketing materials including invitations and other promotional items.

#### Qualifications

- Bachelor's degree in communications, public relations, or journalism, or an equivalent combination of education, training, and experience.
- 3-5 years of experience in a similar role.
- Graphic design experience, especially as it pertains to report formatting and creating education and outreach material, is desired.
- Proficiency in the use of Adobe Creative Cloud, Canva, and Microsoft 365 suite required.
- Proven experience managing multiple, simultaneous projects and deadlines.
- Excellent writing and editing skills are essential.
- Ability to strengthen the organization's efforts for diversity, equity & inclusion.
- Must possess excellent organizational and planning skills.
- Strong knowledge and understanding of current trends in digital media/social media.
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds.
- Must be fluent in CMS content development; WordPress (CMS) and Google Analytics experience desired.
- Proficiency in photography and/or videography preferred.

### Work Environment

Based in Mahwah, New Jersey, this is a full-time position beginning immediately. It offers a full-time, competitive salary with health and retirement benefits and opportunities for learning.

While work performed at the Trail Conference's headquarters is preferred, remote and hybrid work arrangements may be used to allow staff members to fulfill some or all their duties from an off-site location. Enabling remote and hybrid work is a strategic business decision, in addition to being a benefit for staff members, and is consistent with the Trail Conference's culture, including:

- Creating a highly engaged, equitable, diverse, and inclusive workforce.
- Attracting and retaining staff members by providing a work environment that is supportive, productive, and flexible.
- Sustaining a highly collaborative culture.
- Fostering an environment for continued productivity, improvement, and excellence.
- Empowering decisions that prioritize both business needs and staff member preferences.
- Reducing our environmental impact and aligning with the organization's sustainability goals.

For these reasons, we encourage the use of remote and hybrid work arrangements and flexible scheduling when appropriate and when in alignment with the needs of the teams. Approval for such arrangements is granted at the discretion of the Trail Conference management and is subject to ongoing and periodic review. The determination of staff member eligibility for remote and hybrid work will be made in accordance with the organization's Hybrid Work Policy and the needs of the organization.

### Compensation

The salary range is between \$45,000 and \$48,000 and commensurate with experience. The Trail Conference proudly provides a full range of benefits including employer subsidized health care, matching 403(b), complimentary membership, eighteen+ paid personal days, nine paid sick days, and twelve paid holidays.

### Application:

To apply, please submit the following items via email attachments (start all file names with your last name) to [jobs@nynjtc.org](mailto:jobs@nynjtc.org), subject line: *Communications Coordinator: "Your Last Name"*. All application materials will be kept confidential.

1. A professional resume.
2. A cover letter addressing your interest and qualifications.
3. Contact information for three references.
4. An example of a newsletter you've edited or served as a primary writer, graphic design example, and/or persuasive writing piece.

This position is available until filled. Candidate interviews will begin immediately and continue until an offer is made. No calls, please.

### Employment Opportunities

The New York-New Jersey Trail Conference provides equal opportunities to all employees and applicants for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability, veteran status, or any other protected category under federal, state, and local law. We pledge to uphold equality in our hiring and employment practices and to create an environment where everyone, from any background, can do their best work.

### About Us

For more information about the New York-New Jersey Trail Conference, please visit <https://www.nynjtc.org/about-us>