

JOB ANNOUNCEMENT

JOB TITLE: Communications Associate

REPORTS TO: Director of Communications

JOB SUMMARY:

The Communications Associate takes a lead role in the implementation of our e-communications efforts including web strategy, content development and the management of the website's outreach to constituents. Focus areas include web content creation and management, e-newsletter production, engaging the public via social media, email outreach to constituents, media outreach, database management, desktop publishing, graphic design and other forms of communication.

Tasks include working with Casey Trees staff to develop web content, writing blogs, managing the online news service, monitoring website site/social media site activity, enhancing website visitation, and overseeing the day-to-day maintenance and operation of the Institute's sites. This position will also include general communications strategy responsibilities.

The Communications Associate must possess strong writing skills, will ideally have a background in journalism or writing for the web and an interest in urban forestry.

The successful candidate must have the ability and willingness to work some Saturdays and Sundays.

RESPONSIBILITIES INCLUDE:

- Conceptualize and execute an online media strategy to highlight Casey Trees' mission of restoring the District's tree canopy.
- Collaborate with Casey Trees staff to maintain, edit, update, and enhance existing website content; produce new, compelling content, including videos, podcasts and photos, to enrich the website and publicize Casey Trees' efforts.
- Develop new strategies for increasing traffic to the Casey Trees' website.
- Facilitate outreach to blogs, Twitter followers, Facebook fans, and other websites to ensure that Casey Trees is involved in the ongoing online media conversation.
- Create editorial calendar for social media sites in line with Casey Trees' programmatic calendar; write posts for each.
- Develop creative new e-campaign strategies to help Casey Trees reach wider audiences.
- Conceptualize and execute online ad campaigns.
- Utilize web traffic reports to inform and adjust online communications strategies.
- Troubleshoot various web-related problems when necessary while ensuring quality Casey Trees website content.
- Implement, test and manage new organizational Customer Relations Management (CRM) system.
- Develop and manage photo management system.
- Manage ad-hoc communications as necessary.

QUALIFICATIONS:

- Bachelor's degree and minimum of 2 years of e-communications experience required.
- Demonstrated proficiency with content management systems, including Convio, and social media platforms, including Twitter, Blogger, YouTube and Facebook.
- Proficiency with HTML, Javascript, and video editing skills a plus.

- Experienced with Adobe Design Premium (Dreamweaver, Flash, Illustrator, InDesign and Photoshop); Adobe Contribute; and Microsoft Office Suite (Excel, Outlook, Power Point, Publisher and Word).
- Skilled in preparing digital images in proper format for online and print publications.
- Strong understanding of web metrics.
- Excellent organizational, interpersonal and communication skills.
- Demonstrated ability to manage multiple, competing priorities and projects, and meet deadlines.
- Proven ability to work with a team, but capable of working independently and being self-motivated.
- Skilled at writing materials that target key messages to diverse audiences, evoke a specific voice and style and support project objectives.
- Demonstrated ability to work effectively with deadlines.
- Understanding of and experience with web and email communications tools required.
- Experience with IT troubleshooting, photography, and videography preferred.
- Sense of humor valued.

POSITION DURATION AND COMPENSATION

This position is full-time. Salary range of \$39,000-\$41,000 commensurate with level of experience. Benefits are included. Start date is October 4, 2010.

TO APPLY

Please email the following items to Jared Powell, Director of Communications, at jobs@caseytrees.org:

- Letter of interest
- Resume
- Available start date
- Contact information for three references
- Two writing samples
- Graphic design samples – if included in your professional portfolio
- Links to websites/blogs managed.

Enter “Communications Associate” only into email subject line.

No telephone inquiries please.

All applications must be received by September 10, 2010.

Casey Trees is an Equal Opportunity Employer.