

# Rensselaer Plateau Alliance

Conservation Through Community

PO Box 790, Averill Park, NY 12018 • [www.rensselearplateau.org](http://www.rensselearplateau.org)

## Communications & Development Associate

### Job Description

#### **About the Rensselaer Plateau Alliance**

The Rensselaer Plateau Alliance (RPA), a 501(c)3 organization incorporated in 2008, works with the community to promote and facilitate the conservation of the Rensselaer Plateau's undeveloped and unfragmented forests and other ecologically important areas.

#### **About the Rensselaer Plateau**

The Rensselaer Plateau is a 118,000-acre, high-elevation forested area with unique and vulnerable ecosystems and species, including bogs, spruce-fir forest, moose, and bobcat. The Nature Conservancy identified the plateau as a "resilient landscape" in the face of climate change.

#### **Essential Functions:**

Work with the Communications Director to support and produce timely, relevant, and impactful communications and engagement for our membership and volunteer base.

#### **Work Areas and Duties:**

##### **Social Media & Digital storytelling**

- Work with Communications Director to develop and implement a new social media strategy (training provided)
- Enhance and maintain RPA's social media profiles
- Produce social media content from RPA's community forests, trails, and public Events
- Produce, or contribute to, eNewsletters using MailChimp Email Marketing platform
- Produce video, photography, and graphics for digital and print communications
- Opportunities to work on RPA's website, story maps, blog, and other projects

##### **Events & PR**

- Produce press releases for local news outlets. This includes Events PR (weekly or bi-weekly) and News PR (occasional)
- Work with other staff to support fundraising and community events, such as the annual Gala
- Document RPA's public events and outings for RPA's newsletters and social media using photography, video, and copy writing
- Support communications at our public community forests and other properties, including kiosk design and upkeep

##### **Development & Member retention**

- Work in Little Green Light Donor Management Software (training provided) to help maintain donor records and set up mailings to RPA members, including Appeal and Renewal letters
- Work with Board Gratitude Committee to show appreciation of, and maintain relationships with, RPA's members and volunteers
- Assist Communications Director with production and mailing of Update Letters, Appeal and Renewal mailings, newsletters, and other fundraising communications
- Work on various other member recruitment and retention tasks as directed

**Skills & Qualifications will include:**

- Passion for nature & conservation and connecting people to the outdoors!
- Excellent written communication skills and attention to detail
- Ability to find stories in everyday experiences and the desire to share
- Enthusiasm for learning and working within a dynamic, growing organization
- Fluent with social media including Facebook and Instagram
- Familiar with Microsoft Office Microsoft Teams Google Workspace
- Experience with or interest in learning Donor Management Software like Little Green Light
- Willingness to work as part of a close-knit, supportive team
- Comfortable working remotely and collaborating through email and Zoom
- Graphics skills are a plus, though not required
- Commitment to Diversity, Equity, and Inclusion

The Communications & Development Associate may be asked to complete other duties as needed.

**Schedule / work environment:**

This position allows for a flexible schedule within the following framework:

- The position is 40 hours per week
- Work on-site at the RPA office 1-2 days / week, to include the days of committee meetings (Work remotely from home as needed during COVID)
- Attend RPA Monthly Board Meetings twice per year
- Attend some evening and weekend events (these will be discussed in advance)
- Schedule includes opportunities to get out on the land and explore the Rensselaer Plateau

**The Rensselaer Plateau Alliance is an equal opportunity employer.**