



JOB DESCRIPTION

Title: Communications Coordinator

Reports to: Associate Director

Terms: Full-time / Eligible for Benefits

Location: VCE office at 20 Palmer Court in White River Junction, VT

Organizational Profile

The [Vermont Center for Ecostudies](http://www.vtecostudies.org) (VCE) advances biodiversity conservation in the northeastern US and internationally through scientific research and community engagement. Our work involves researching and monitoring biodiversity in a variety of ecosystems and delivering results to inform management and policy decisions. We engage thousands of volunteers in a wide range of projects through data collection and monitoring.

At VCE, we believe that kindness and collaboration are integral to effective conservation science. Our staff is committed to creating a workplace culture that respects and celebrates diversity and values the wellbeing of all employees. We accomplish this by fostering inclusivity and offering flexibility within the workday to encourage a healthy work-life balance.

Responsibilities

Primary responsibilities include overseeing creation of our monthly email newsletter, assisting with the production of print publications, managing VCE's social media accounts, updating the website, and generating new content for multiple outlets, with opportunities to grow and share ideas.

- Oversee monthly email newsletter, which involves working with other staff to plan, edit, and organize content, and updating and adding content to Constant Contact.
- Create and recruit from science team members content for VCE's print publications, including Loon Caller, Field Notes, and the annual report.
- Manage VCE's Facebook, Instagram, LinkedIn and other social accounts through regular posting, working with other staff members to generate new content, and engaging with other outlets.
- Work with science team members to create short-form video content for social networks, Vimeo, and YouTube.
- Regularly update and maintain VCE's website, including blog posts..
- Track website and social media metrics to help guide communications strategy.
- Help craft and execute communications campaigns around news, discoveries, awards, grants, and fundraising campaigns by working with reporters and influencers.
- Organize communications materials and ensure that photo databases are neat and accessible.
- Help organize events, as needed.

Qualifications

- Bachelor's degree or equivalent work experience in communications, natural sciences, or a related field; two years of experience in nonprofit or science communications preferred
- Passion for communicating science in a manner that is accessible to the general public
- Proven ability to write with flair and clarity in a voice compatible with VCE's style
- Strong editing skills and exceptional attention to factual, visual, and grammatical detail
- Demonstrated ability to learn quickly and utilize communications tools such as Constant Contact, WordPress, Squarespace, Adobe Lightroom and Photoshop, and Google Analytics
- Experience managing social media, creating engaging content, and building followers
- Experience tracking metrics for social media and web performance or willingness to learn
- Ability to set priorities, organize, and multitask
- Sufficient experience with science and technology to allow for quick study of VCE subjects
- Able to work productively and positively, both independently and as part of a team
- Desire to be part of a cohesive, genial work environment that values collegiality and humor
- Experience creating video and audio content a plus