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www.OpacumLT.org

Position Description: Communications Assistant (part-time)

Opacum Land Trust

Join a small but mighty team committed to protecting the environment!

Opacum Land Trust (OLT) is a nonprofit organization founded in 2000 to protect land, water, and wildlife in south-central Massachusetts. OLT has helped to permanently protect more than 3,400 acres of land and owns several properties with trails for passive outdoor recreation. Opacum has 2 full-time staff, an active volunteer Board of Directors, and is headquartered in the historic Hitchcock Free Academy community center in Brimfield. OLT's projects and needs have grown over the last several years and this new position will help to expand the organization's impact in our local communities.

Position Summary

Opacum is seeking someone with a knack for communications and design to help the organization grow and assist with events. Professional graphic design experience is not necessary, but the applicant must have some experience designing materials for online and print, and be interested in and able to learn to improve communications. This position will also help with preparations for several fundraising and educational events throughout the year, and with administrative tasks like donation data entry. Specific responsibilities include:

Marketing & Design/Communications 40%

1. Maintain and update the WordPress website with news and events.
2. Social Media- promote Opacum's events, fundraising campaigns, properties and projects through Facebook, Instagram, and Twitter; able to research and utilize other platforms.
3. Assist with email communication and design through Constant Contact.
4. Design and print communication materials: newsletters, postcards, event flyers, press releases.
5. Identify other strategies and areas for promotion in our local communities.

Events & Programs 30%

1. Assist with promotion, preparation, and implementation of fundraising events and educational programs including the Tour Opacum bike ride fundraiser and Annual Meeting Breakfast.
2. Coordinate mailings/communications and track rsvps and attendance at events.
3. Represent Opacum and table at various community events to promote our programs/projects.
4. Assist at events as needed/available.

Administrative Support: 30%

1. Enter donation data and maintain contact lists through the Little Green Light database.
2. Manage thank you cards and gift acknowledgments.
3. Coordinate orders with vendors for printed materials, mailing and promotional materials.
4. Assist with other administrative tasks as needed.
5. Assist with some property management/stewardship tasks (potential to take on additional responsibilities in this area depending on interest and experience).



Experience and Qualifications, Skills

Required

- Updated Covid 19 vaccinations and boosters.
- Clear and concise writing in communication materials.
- Can communicate a clear message in outreach materials with visually appealing designs
- Excellent communication skills including asking questions and seeking help as needed, representing Opacum professionally, and delegating tasks to volunteers when appropriate.
- Attention to detail and ability to follow specific instructions, problem-solving skills, and adaptability to new situations and incorporate feedback constructively.
- Willingness to learn and grow communications, especially with new software/platforms.
- A team player who can work effectively alongside staff, volunteers, and board members.

Desired

- Experience with the following platforms/software preferred but not required: Constant Contact, Microsoft Publisher, Word Press, Little Green Light.
- Experience with at least one of the social media platforms and willing to learn about others: Facebook, Instagram, and Twitter.
- Enthusiasm for and interest in Opacum Land Trust's mission.

Position Details and Benefits

- \$17-22/hour depending on experience and qualifications.
- Part-time: 8-16 hours/week depending on experience, with potential to increase.
- Flexible work schedule and location: 2-3 months in the office, then some work may be done remotely, some required in the office.
- Paid Sick time off, 1 hour accrued per 30 hours worked.
- Eligible for Paid Family and Medical Leave through Massachusetts's PFML program.
- Supportive staff culture committed to providing our employees with the support and accommodations they need to be successful.
- Start date is flexible, but looking to fill the role by February 2023

TO APPLY

Submit cover letter and resume to: Amy Connery, Chief Operating Officer, HR@OpacumLT.org
Submit samples or examples of past communications and design work if available.

Applications will be accepted and reviewed on a rolling basis until the position is filled.

Opacum Land Trust provides equal employment opportunities to all employees, contractors and applicants for work and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.