



Connecting People with Nature since 1920

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Position: Advancement Communications Coordinator  
Reports to: Director of Advancement

Date: April 2022  
FLSA: Exempt

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#### Position Summary:

The New York-New Jersey Trail Conference is committed to building a culturally diverse organization whose employees are committed to ensuring that the joys of nature belong to everyone, regardless of race, ethnicity, gender, gender identity, age, disability, national origin, or religion. Reporting to the Director of Advancement, the Advancement Communications Coordinator will engage the New York-New Jersey Trail Conference's constituency and the public to raise the organization's profile and visibility. This includes creating content and implementing messaging that consistently articulates the Trail Conference's mission, vision, and values. The Advancement Communications Coordinator will play a critical role in creating and nurturing Trail Conference supporters via a variety of communication platforms.

#### Responsibilities

- Assist with the development, implementation, and evaluation of the annual communications plan across the organization's discreet audiences, including philanthropic, in collaboration with the senior team.
- Assist the development, distribution, and maintenance of all print and electronic content and campaigns through newsletters (print and digital), philanthropic appeals, annual report, brochures. Engage and lead to measurable actions including philanthropy, volunteerism, and visibility.
- Serve as the primary writer and editor for our Trail Walker newsletter.
- Curate and create 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, including content development, posting, and community engagement daily.
- 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.
- Assist with the design of marketing materials including invitations and 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.
- 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; Drupal (CMS) experience preferred
- Experience with HTML and InDesign preferred.
- 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 organization's Hybrid Work Policy and the needs of the organization.

The Trail Conference believes that the joys of nature belong to everyone, regardless of race, ethnicity, gender, gender identity, age, disability, national origin, or religion. 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.

### Compensation

The salary range is between, \$40,000 and \$45,000 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 holidays, 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: *Advancement 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.

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>