



**Communications & Outreach Coordinator
SQUAM LAKES ASSOCIATION
HOLDERNESS, NH**

September 29, 2021

The Squam Lakes Association (SLA) (www.squamlakes.org) seeks an Outreach & Communications Coordinator. The SLA is a 501 (c) 3 non-profit with a mission to conserve for public benefit the natural beauty, peaceful character and resources of the watershed. In collaboration with local and state partners the SLA promotes the protection, careful use and shared enjoyment of the lakes, mountains, forests, open spaces and wildlife of the Squam Lakes region of New Hampshire.

The Outreach & Communications Coordinator is responsible for maintaining the Squam Lakes Association's communications with community members, volunteers, members, and donors within the Squam Lakes Watershed and beyond. The Communications & Outreach Coordinator works closely with colleagues in Development, Education, Trails & Access, Administration, and AmeriCorps to help the SLA fulfill its mission. Directly supervised by the Director of Development, this is a full-time, salaried position with full benefits. This position is a combination of office/administrative work, supervising volunteers, and field work.

Areas of Responsibility

Development and Database Management (Gifts & Membership)

Squam Lakes Association donors help us achieve our mission of protecting and conserving the Squam Lakes watershed through conservation, education, recreation, and advocacy. The Outreach & Communications Coordinator is responsible for tracking all donations made to the Squam Lakes Association in a timely and accurate manner, as well as updating the database. Attention to detail is essential in ensuring that all gift information is correctly captured in our Donor Perfect database and can be recalled when necessary. Donor acknowledgment letters should be generated and mailed out 2-3 times per week, ideally acknowledging donors within 48 hours of receiving the gift. They are also responsible for updating the content of donor acknowledgment letters and membership renewal communications so they include the SLA's current successes and challenges within the watershed.

Communications & Outreach

The Outreach & Communications Coordinator works with department heads to communicate our Trails & Access, Conservation, and Education efforts within the Squam Watershed and maintain relationships with donors, members, partners, and volunteers. They will creatively utilize social media, Constant Contact newsletters, and traditional print media to publicize

events and share messages of sustainability with the Squam community. They are responsible for ensuring that the SLA website has up-to-date postings and that the homepage is relevant and professional. The Outreach & Communications Coordinator is the Primary Designer and Editor of larger SLA publications, including the Annual Report and Loon Flyer, and finds underwriters for these publications.

Volunteers

Much of the effort of the SLA is conducted by volunteers. The Outreach and Communications Coordinator identifies volunteer needs across all departments and works with the Conservation Manager and Director of Trails & Access to ensure volunteers are trained and prepared. Primary volunteer programs include Water Quality Monitors, Weed Watchers, Loon Chick Watchers, and Trail Adopters. Ensure quality work opportunities are provided for volunteers and develop a volunteer management program to attract, train, retain and recognize SLA volunteers. The Coordinator will also train and mentor Lakes Region Conservation Corps (LRCC) members through volunteer recruitment, training, and best-practices for working with volunteers. There will also be opportunities to coordinate with allied organizations on special volunteer opportunities and events.

Lakes Region Conservation Corps

The LRCC is the field corps for the SLA and its members serve across all SLA departments. They focus intensively on each primary program (Conservation, Access and Trails, Education) area for approximately four months, depending on the season. The Outreach and Communications Coordinator assists with mentoring and supervising the efforts of the LRCC, working with between six and twelve LRCC members throughout the year, often alongside volunteers.

The Ideal Candidate:

The SLA seeks an Outreach and Communications Coordinator who must be a collaborative, detail-oriented, creative thinker with excellent communication skills, both written and verbal, who can cooperate with others with enthusiasm and energy.

Knowledge, Skills, and Abilities

- **The willingness and drive to gain competency in any of the below categories.**
- Excellent writing, editing, and proofreading skills
- The ability to effectively manage time in order to accomplish long-term projects on top of time-sensitive daily tasks
- Knowledge of email newsletter software such as Constant Contact or MailChimp

- Creative utilization of social media in sharing messaging with the SLA community
- Data entry, report generation, and constituent tracking via the DonorPerfect platform
- Ability to use Canva, or other similar graphic/newsletter design platform
- NH Commercial boating license
- The ability to work with a broad constituency and professional group of diverse people as a team player

General Administration

All SLA employees are expected to assist in various tasks and events at the SLA. These include preparing and assisting with bulk mailings, providing general information to visitors and SLA members, providing assistance in the gift store, hosting evening programs, doing special event preparation and implementation throughout the year, and assisting with one or two board committees depending on SLA need, as well as other duties as assigned. Although not a complete list of days staff are expected to be available, major events of the SLA include the Annual Meeting (first Saturday in August), the Ridge Race (generally last weekend in September), fall work day in mid-October, Winterfest over Presidents Day weekend in February, and NH Maple Weekend in March.

The position has a starting salary of \$30,000. It includes comprehensive health, dental, and disability insurance paid by the organization, a 3% IRA match, and generous paid time off - 27 days - plus most holidays.

This position is intended to be part of a career arc with increasing responsibility and ownership over the communications and outreach programs of the SLA. The Outreach and Communications Coordinator will have advancement opportunities based on the success of the programs.

The SLA is an equal opportunity employer. The SLA will not discriminate against employees or applicants for employment on any legally-recognized basis including, but not limited to: sex, race, color, religion, national heritage, physical or mental handicaps or sexual preferences.

Applications are to include a cover letter, a complete resume, two examples of your written communications, and contact information for three references who can speak to your professional skills (they will only be contacted if you are selected for an interview). Please send your application information to the attention of Angi Francesco. Position is open until filled.

Applications will be accepted via email to jobs@squammlakes.org with Outreach & Communications Coordinator as the subject line.