



## Communications Coordinator

Hudson River Sloop Clearwater is a member-supported non-profit organization whose mission is to preserve and protect the Hudson River, its tributaries and related bodies of water. As an organization, Clearwater works to provide innovative environmental programs, advocacy, and celebrations designed to inspire, educate and activate the next generation of environmental leaders.

We are currently seeking a Full Time Communications Coordinator to join our fast paced team. The Communications Coordinator will work under the supervision of the Director of Development & Marketing and in conjunction with the interdepartmental staff communications team. This position includes a competitive paid time off package and health benefits. This is a hybrid in-person/remote position; working a few days per week at Clearwater's main office located at 724 Wolcott Avenue, Beacon, NY 12508.

Responsibilities of the Communications Coordinator include but are not limited to:

### Communications

- Create content and manage all facets of Clearwater's social media
- Create content for and maintain the Clearwater website
- Create marketing strategies for programs, campaigns, events and fundraising efforts
- Compose email communications via Constant Contact
- Collect digital media metrics (social media, email, website) and work with communications team to report findings
- Create graphics and advertising materials for digital and print marketing for Clearwater events and programs
- Create comprehensive marketing materials and brochures for schools, camps and other organizations or for Clearwater events as needed
- Edit and archive Clearwater media assets such as photos and videos, and make them available for use
- Compile content and edit *The Navigator*, Clearwater's newsletter
- Collaborate with the Communications Director and/or communications team on press-worthy Clearwater news and events
- Be the point of contact for all Communications inquiries
- Write, pitch and disseminate press releases
- Maintain Press Lists
- Compose staff talking points as needed
- Support fundraising events as needed

### Administrative Tasks

- Front office reception three days per week (days TBD based on new hire)
- Be positive first impression for Clearwater via phone, email or in main office
- Assist in maintaining office equipment and office supplies
- Assist staff with simple IT troubleshooting
- Distribution of incoming mail
- Other duties and interdepartmental support as needed

## **Qualifications and Skills**

- Experienced communications and administrative professional with solid computer software skills, including: Wordpress, Constant Contact, Google Workspace, Canva, social media platforms and other commonly used software
- Excellent written and oral communication skills
- Good organizational skills with digital and physical assets
- Cheerful presence and outgoing people skills
- Self starter who can work both independently and collaboratively
- Skilled in establishing priorities and managing workload
- Is a creative thinker who can think big picture, while also displaying meticulous attention to detail
- Passion for the environment and a sense of humor are a plus!

Clearwater acknowledges that the construct of race disproportionately affects Black, Indigenous, and People of Color. We reflect and take action to ensure that we do not perpetuate white supremacy. Clearwater respects LGBTQIA+ people; we use language and actions that are respectful of all gender identities and sexual orientations. Clearwater celebrates and welcomes members of any race, color, religion, national origin, sex, sexual orientation or identity, physical or mental ability or age to apply.

Salary to be discussed upon request to [erin@clearwater.org](mailto:erin@clearwater.org).

To apply, please email a cover letter and resume to Erin Macchiaroli at [erin@clearwater.org](mailto:erin@clearwater.org) before September 12th.