



# Save the Sound<sup>®</sup>

Action for our region's environment.

## **Member Communications and Events Specialist**

Full-time Staff Position

New Haven, CT

### **Who We Are**

Save the Sound leads environmental action in the Long Island Sound region. We protect the Sound, restore its rivers, fight climate change while building resilient communities, and save endangered lands. We do this in many ways, from legislative advocacy and legal action to engineering, environmental monitoring, and hands-on volunteer efforts. For more than 40 years we've been ensuring people can enjoy the healthy, clean, and thriving environment they deserve today and for generations to come.

Our organizational leadership and staff are working to deepen Save the Sound's diversity, equity, and inclusion. We seek to attract a more diverse applicant pool. We work in diverse communities and landscapes and are actively working to increase our focus on driving environmental justice action for equitable outcomes within diverse communities through our work.

### **The Position**

We are seeking a dynamic self-starter to serve as Member Communications and Events Specialist. This position is based out of our New Haven, CT office and reports to the Director of Member Engagement and Events. Occasional evening and weekend hours are required as well as periodic travel in Connecticut and New York.

This position is central to increasing our membership, building financial support for the organization, and engaging members to become more involved. We seek a talented, creative, and detail-oriented individual with experience in event coordination, multi-channel fundraising, social media management, and Constituent Relations Management interactions.

The Member Communications and Events Specialist will work closely with the development, program, and communications staff as well as volunteers and members of the Board of Directors to plan, execute, and follow up on a broad variety of communications to existing and potential members.

### **Key Responsibilities:**

- Event coordination and outreach 40%: Assists Director, as lead event coordinator, in the strategy, planning, and execution of membership, fundraising, and marketing events, with tasks including but not limited to:
  - Conducting research on potential venues/vendors for events;
  - Managing procurement of in-kind donations for event or auction, as needed;
  - Managing registration and volunteers; tracking event attendance and information learned about attendees;

- Maintaining internal and external event calendars (and providing a monthly summary to the staff and board) including promptly updating all website calendars, the Stay Engaged webpage, and the Upcoming Events block to accurately and timely reflect the next scheduled event;
- Writing copy for event registration pages, invitations, social media, and other event-specific documents;
- Attending most/all events which include nights and weekends coordinated by the development and membership teams to assist with logistics and execution;
- Ensures timely upload of member data to CRM and adding new event or petition contact;
- Ensuring that gift entry and donor acknowledgements occur promptly post-event.
- Member stewardship 30%: Creates, writes, and designs layout for member newsletters, stewardship postcards, acknowledgement letters, brochures, and other documents as needed and/or based on a predetermined schedule.
  - Work with the VP of Philanthropy and Director of Member Engagement to tailor follow-up correspondence for individual donors, members, activists, and volunteers
- Social media and email engagement 20%: Executes online engagement strategies for Development staff to attract and connect with new members across social media platforms.
  - Designs creative and copy content for social posts and stories.
  - Conducts monthly analysis of data to track overall effectiveness of different media.
- Continuous content updating 10%: Attends meetings with various departments to coordinate communications and to maintain knowledge of current initiatives/lawsuits/major projects in order to communicate these issues in appeals, newsletters, social media, and fundraising and stewardship emails.

### **Qualifications and Experience:**

The successful candidate should have experience in non-profit fundraising (specifically communications) and in the planning of fundraising events including but not limited to logistical preparation and on-site execution. They should be highly organized, detail-oriented, creative, skilled at communications, and possess an understanding of proper etiquette for face-to-face donor engagement. The most qualified candidates will have some experience in all applicable forms of writing, including newsletters, press releases, blog posts, social media updates, and website copy. Graphic design skills are preferred.

- Attention to detail, strong organizational skills, ability to meet deadlines and to prioritize competing demands
- Strong writing and communications skills, with good ability to tell stories that attract and engage an audience in Save the Sound's mission
- Excellent interpersonal skills and ability to work well both in a team and independently
- Intermediate skills in Microsoft Office suite, particularly Excel
- Advanced skills with common social media platforms (Twitter, Facebook, Instagram)
- Interest in and ability to produce dynamic and creative marketing materials
- Proficiency in Adobe CC (Illustrator, Photoshop, InDesign, and Acrobat)
- Some experience with WordPress website creator preferred
- Some experience with donor database CRM tools (Raiser's Edge preferred)
- Passion for Save the Sound's mission

- Bachelor's degree and minimum of one year in a relevant field
- Event planning and management experience preferred
- Some weekend and evenings required
- Licensed driver with access to a car preferred

### **Terms and Compensation**

This is a full-time, salaried, exempt position. Compensation is between \$40,000 - \$45,000 per year, paid bi-weekly, and is dependent upon experience. Benefits package includes health insurance, 403b with employer match after one year of service, life and long-term disability insurance, paid holidays and PTO.

### **COVID-19 Considerations**

In order to protect all employees, we are requiring that all new employees be fully vaccinated for COVID-19 before the start of employment and that employees follow Save the Sound's Covid-19 Vaccination and Office Use Policy.

### **To Apply**

Please submit a cover letter describing your interest and qualifications for this position, a resume, two writing samples and salary requirements. Use the subject line "Member Communications and Events Specialist" when you submit the application materials to [membership@savethesound.org](mailto:membership@savethesound.org). No phone calls or recruiters, please.

**Applications will be accepted through 5:00 p.m. EST on Friday, May 27, 2022.**

We are a thoughtful and thorough organization. We will be in touch to acknowledge receipt of your application and to schedule selected applicants for an interview. Our hiring process can take from 7 to 10 weeks. You will be informed when the hiring process is complete.

Save the Sound seeks to support diversity in all programs and staffing, and provides equal employment opportunity without regard to race, color, religious creed, national origin, sex, age, marital status, pregnancy, sexual orientation, physical or mental disability, veteran status, political affiliation, ancestry, gender identity, or any status protected by law. People of all backgrounds are strongly encouraged to apply.