

## Communications & Events Director

**Summary:** Prescott Farm Environmental Education Center seeks a well-organized and upbeat customer service-oriented individual who is enthusiastic about nature and environmental stewardship to join our team as a full-time Communications & Events Director.

Located in Laconia, New Hampshire on a historic 160-acre property just minutes from Lake Winnepesaukee with commanding views of the Belknap Mountains, Prescott Farm provides educational programming and immersive activities designed to help community members of all ages develop personal connections with and a deeper understanding of the natural world. Prescott Farm was established as a nonprofit organization in 1997 and has substantially expanded its program participation and community support in recent years. Our dynamic staff is comprised of professionals committed to the work of the organization who contribute to an upbeat, professional and collaborative organizational culture. For the right person, the Communications & Events Director position represents an opportunity to join a great team and continue growing brand awareness and participation in Prescott Farm's programs throughout New Hampshire's Lakes Region and beyond.

The Communications & Events Director develops and executes on outreach, marketing, public relations, and communications strategies on behalf of Prescott Farm and collaborates with staff and community groups to coordinate and host educational programs, conferences, meetings and other events, building public awareness and promoting support for Prescott Farm's programs and initiatives.

### Responsibilities:

- Coordinates and collaborates with other staff and volunteers to promote Prescott Farm
- Designs and implements multi-year marketing and public relations plan utilizing strategies designed to build awareness of and participation in Prescott Farm's initiatives, programs, services and activities
- Establishes consistent messaging to be used in public relations and marketing materials
- Designs, edits and coordinates distribution of all marketing materials and social media content
- Actively uses data provided through search engines and customer feedback to assess, update, and improve upon website and social media content as well as other marketing efforts
- Manages the marketing and communications budget
- Attends public and community events as a representative of Prescott Farm
- Coordinates the annual Harvest Festival and collaborates with other staff members to coordinate an annual volunteer appreciation event, donor events, and other events at Prescott Farm
- Recruits, schedules and manages contractual agreements related to guest instructors and speakers at Prescott Farm
- Coordinates and manages facility rentals at Prescott Farm
- Other duties as assigned

### Education and Experience:

- A minimum of 3 years of experience working in communications, marketing, journalism, and/or public relations preferred
- Bachelor's degree required
- Prior experience with event coordination preferred
- Excellent writing, editing and verbal communication skills
- Ability to prioritize projects and assignments, maintain a positive attitude, and produce professional results under deadlines

- Experience and success coordinating public and private events
- Experience with website management and search engine optimization; knowledge of WordPress preferred
- Demonstrated experience producing quality marketing, public relations and social media content
- Proficiency in the use of major social media platforms including Instagram, Facebook, YouTube, etc.
- Experience using Google Suite and Microsoft Office Products including Word, PowerPoint, Excel
- Comfortable learning and using new computer software and other technology systems
- Video production, video editing and knowledge of sound recording are highly valuable
- Possession of valid state driver's license
- Must pass a criminal background check
- Knowledge of or interest in nature, gardening, farming, outdoor recreation, natural history, or science preferred

**Status:** Permanent full-time, year-round salaried position with benefits

**Performance:** Annual performance reviews; regular weekly and monthly check-ins with supervisor

**Benefits:** Paid time off for holidays, vacations, and sick time; health insurance; life & long-term disability insurance; SIMPLE IRA with up to a 3% match; cafeteria plan; paid professional development; remote work up to one day per week as schedule permits

**Starting Salary:** \$45,000 - \$50,000, depending on experience

**Reports to:** Assistant Director

**To Apply:** Please submit a letter of interest, writing sample, resume and 3 references via e-mail to: Chris Wellens, Assistant Director, at [cwellens@prescottfarm.org](mailto:cwellens@prescottfarm.org).