



Membership & Communications Associate Job Announcement

Date: October 2021

Reports to: Director of Membership & Communications

About Pinelands Preservation Alliance (PPA)

Pinelands Preservation Alliance is the leading voice for preserving the natural and historic resources of the New Jersey Pinelands through advocacy, constituency building, low-impact recreation, land conservation, public lands stewardship, and promoting sustainable farming. In addition to traditional advocacy, conservation and constituency-building activities, PPA operates Pinelands Adventures and Rancocas Creek Farm. Pinelands Adventures is the premier paddling outfitter in New Jersey's Pine Barrens providing paddling trips, hikes and small group bus tours featuring Pine Barrens ecology, culture and history for the public, schools and groups. Rancocas Creek Farm is a chemical-free produce farm and CSA on 72 acres of land adjoining our headquarters. Working here means working to protect a unique and fragile ecosystem that provides drinking water for millions of people, beautiful places to recreate, and habitats for globally unique communities of wildlife and plants.

PPA is dedicated to furthering justice, equity, diversity and inclusion in its staff and its work. We want everyone to know the Pinelands' natural resources are protected for the benefit of everyone. We seek to help people of all backgrounds to experience this natural treasure. More information about PPA is available at www.pinelandsalliance.org.

Membership & Communications Associate

The Membership & Communications Associate will assist the Director of Membership & Communications to grow PPA's membership, to tell the Pinelands conservation story, and to increase public engagement in protecting the Pinelands. The Associate will build strong relationships with donors and supporters, process donations and thank donors in a timely fashion using PPA's Salsa CRM Database and will create website and social media content and print materials to advance PPA's mission.

Duties and Responsibilities

Membership (60%): Responsible for processing donations, which includes accurate data entry, personalizing donor thank you letters, and other communications, and communicating with PPA donors and others in a relationship building role.

- Enters and acknowledges all membership donations. This takes place on a weekly basis and when donation volume is high this will be the primary task.
- Enters and updates member and nonmember records in our Salsa CRM Database. Assists other organizational staff with their data entry needs.
- Participates in development team meetings with the Executive Director, Director of Membership & Communications and Director of Philanthropy to ensure PPA is meeting its fundraising goals and to brainstorm new approaches and programs.
- Provide a high level of service to our donors which includes responding to inquiries and requests, building relationships with members and nonmembers, and attention to detail.
- Write and update membership communications and letters.

Communications (30%): Responsible for supporting internal and external communication strategies, social media presence and the development of communications material.

- Creates content for PPA’s website under the direction of the Director of Membership & Communications. This includes adding content written by PPA staff, creating your own content, keeping the homepage up-to-date and curating the online event calendar with activities in and around the Pinelands.
- Creates online forms and blast emails as needed using PPA’s Salsa CRM database system.
- Assists in the creation of social media content to raise awareness and support for the Pinelands and PPAs mission.
- Participates in the creation of our yearly communications calendar including providing feedback on strategy, metrics, and new projects.

Events and Outreach (10%)

- Performs critical administrative tasks necessary for successful in person events including managing registrations forms, event lists, promotion and event logistics.
- Staffs PPA events with the rest of the team.

Qualifications and Experience

Work and/or life experience demonstrating:

- A supportive, team-player approach to your colleagues, combined with the ability to work proactively and independently.
- Strong project management skills and ability to carry out multiple projects with competing deadlines.
- An interest in conservation and a commitment to PPA’s mission and values.
- Commitment to further PPA’s efforts to create a more just, equitable, diverse, and inclusive environment.
- Willingness to cheerfully work occasional nights and weekends when necessary.
- Great attention to detail, respect for confidentiality of information, and personal integrity.

All qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender or disability.

Salary and benefits

Expected salary is \$45,000-50,000 depending on experience. The compensation package includes access to a health insurance plan, life and disability insurance, access to a matching retirement savings plan, and generous vacation and holidays.

Work schedule

PPA staff work regular weekday schedules, plus occasional weekends and evenings.

Location: 17 Pemberton Road, Southampton NJ 08088

Start date: As soon as practicable

Employment type: Full-time

How to Apply

Interested candidates should submit a cover letter, resume and sample of a written communication to Becky Free, Director of Membership & Communications via email to becky@pinelandsalliance.org. *Submissions without a cover letter will not be considered.* The deadline for applications is open until the position is filled.