



Pinelands Alliance

Communications & Marketing Manager Job Announcement

Date: May 2026

Reports to: Director of Development & Engagement

About the Role

The Pinelands Alliance is seeking a creative, strategic Communications Manager to lead and execute communications that inspire people to protect the Pinelands and get involved in our work. This role is ideal for someone who enjoys blending storytelling, digital strategy, and mission-driven work. You'll oversee communications across multiple platforms and programs—helping grow our audience, deepen engagement, and drive real-world impact through advocacy, participation, and donations.

About Pinelands Alliance

The Pinelands 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 this important work, the Alliance operates Pinelands Adventures, Rancocas Creek Farm and the Pinelands Research Institute. 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 vegetable farm and CSA on 72 acres of land adjoining our headquarters. The Pinelands Research Institute is a multidisciplinary, inclusive center dedicated to advancing research, understanding, and education within the rare and globally significant New Jersey Pinelands ecosystem.

Duties and Responsibilities

Lead Digital Communications

- Manage and update multiple websites, ensuring content is current, accessible, and engaging
- Oversee social media channels with a focus on growth and engagement
- Create and analyze content strategies based on performance metrics and trends

Drive Email Marketing

- Plan and manage a multi-program email calendar
- Write and edit compelling email campaigns, newsletters, and action alerts
- Improve audience segmentation and engagement rates

Shape Organizational Messaging

- Ensure consistent voice and branding across all programs, including Pinelands Adventures, Rancocas Creek Farm, and the Pinelands Research Institute
- Collaborate with program staff to support outreach, storytelling, and marketing goals

Produce Print & Outreach Materials

- Lead development of newsletters, reports, and promotional materials
- Oversee design, production, and vendor coordination

Support Campaigns & Advocacy

- Create digital engagement tools such as petitions, sign-up forms, and event pages
- Partner with advocacy staff to promote campaigns and mobilize supporters

Promote Events & Engage the Public

- Lead communications for events and campaigns
- Play a key role in organizing select events throughout the year

Manage Media & PR

- Write and distribute press releases as needed
- Coordinate media outreach and respond to press inquiries

Qualifications and Experience

- 3 years of experience in communications, marketing, or a related field
- Strong writing and editing skills with a clear, engaging voice
- Experience with social media management, email marketing, and website content
- Ability to manage multiple projects and collaborate across teams
- Comfort using data and analytics to guide decisions
- Passion for environmental conservation and mission-driven work

Nice to Have

- Experience in nonprofit communications or advocacy campaigns
- Familiarity with Salesforce or similar CRM tools
- Basic design or visual content creation skills
- Knowledge of accessibility best practices

Why Join the Pinelands Alliance?

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. The Alliance is dedicated to furthering justice, equity, diversity and inclusion in its staff and its work. We seek to help people of all backgrounds to experience this natural treasure. More information about the Alliance is available at www.pinelandsalliance.org.

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 \$60,000-65,000 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

Pinelands Alliance staff work regular weekday schedules, plus occasional weekends and evenings. This is an in-person job with one remote day per week.

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 Development & Engagement 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.