

COMMUNICATIONS and OUTREACH COORDINATOR
FRIENDS OF ACADIA
Bar Harbor, Maine

Communications and Outreach Coordinator: Develops and implements strategic program, policy, and education communications. Editor of the *Friends of Acadia Journal* and *Annual Report*. Prepares materials for advocacy, press releases, briefings, publications. Maintains press clippings archive. Coordinates program and general advertising. Manages website, Facebook, MySpace, and other strategic online presence. Designs and maintains Friends of Acadia display(s), coordinating and staffing presence at fairs, conferences, events, etc. Occasionally serves as FOA spokesperson.

Schedule: Full-time permanent, salaried position, with benefits. Some evenings and weekends required.

Main duties:

- Develop and implement an organizational communications plan, including strategies for media and public outreach, website and online presence, publications, and events. Manage media relations, respond to media requests, and develop timely responses to articles and other reports as appropriate. Research and prepare materials for press releases, briefings, and advocacy. Maintain press clippings archive—hard copy and on website.
- Produce and edit publications, including: *Friends of Acadia Journal* (three issues per year); *Annual Report*; Benefit Auction materials, including catalog and digital guide; event/outreach materials, including media releases, posters, postcards, invitations, etc.
- Develop and implement outreach strategies to deliver FOA core message and engage a broad audience in FOA mission. Work with staff on op-eds, articles, speaking engagements/presentations, and community outreach.
- Serve as FOA spokesperson as appropriate.
- Collaborate with FOA staff to develop messages for marketing, public education, and advocacy through website, emails, presentations, and publications.
- Oversee development, design, content, and timely postings and updates of FOA's website, Facebook, MySpace, and other strategic online presence.
- Coordinate program and general advertising.

- Coordinate a consistent organizational image and high quality presentation of FOA displays, materials, and other external communications approaches. Coordinate and staff FOA presence at fairs, conferences, events, etc.
- Track results/effectiveness of FOA communications.
- Manage biennial Friends of Acadia poetry competition
- Work as team member on other duties as assigned.

Reports to: Conservation Director

Qualifications: Commitment to conservation and stewardship of natural and cultural resources. Experience communicating complex issues, writing and editing to deadlines. Experience using the web, e-mail and other new media for promoting issues and organizations. Excellent written and verbal communication skills. Strong experience with PC-based graphics, word processing, and databases. Computer proficiency a must. Experience in producing high quality publications. A passion for details. Organized problem solver. Ability to manage multiple priorities. Flexibility and willingness to help when and where needed – a team player and leader. College degree helpful. Competitive salary. Commitment to a mission that counts.

Cover letter, resume, preferably via e-mail to: sheree@friendsofacadia.org. **Or surface mail to:** Communications and Outreach Coordinator Search, c/o Sheree Castonguay, Friends of Acadia, 43 Cottage St., P.O. Box 45, Bar Harbor, ME 04609. Web: www.friendsofacadia.org. **Application deadline: March 26, 2010.**