



HERITAGE CONSERVANCY
JOB DESCRIPTION

Job title:	Content Writer
Department:	Marketing and Communications
FLSA Status:	Part-time, 22.5 hours a week, Tuesday-Thursday
Reports to:	Manager of Marketing and Communications
Effective Date:	TBD

Heritage Conservancy is looking for a Content Writer to support the communications and fundraising initiatives of the organization. Working under the supervision of our Manager of Marketing and Communications, this position will work across departments to produce content that inspires action and builds relationships. Identifying stories and content ideas that resonate with the Conservancy's members, constituents and other audiences will be critical to success in this position.

The qualified Content Writer will have a demonstrated track record of working collaboratively to produce impactful, high-quality writing. This is a part-time, in-house position.

MAJOR RESPONSIBILITIES:

- Support the communications of Heritage Conservancy by editing copy for content, accuracy, grammar, punctuation, voice, style, etc., in a timely and consistent manner
- Research, develop, and write new content including but not limited to:
 - Newsletters
 - Annual report
 - Brochures
 - Press releases
 - Web site content
 - Social media content
 - Event descriptions
- Learn about the work of Heritage Conservancy and the impact it has on the community we serve and research individual story ideas and themes
- Interview identified stakeholders such as landowners, preserve visitors, land trust partners and others
- Work collaboratively with Heritage Conservancy staff to complete projects from inception to completion

ESSENTIAL SKILLS, REQUIREMENTS, EDUCATION AND EXPERIENCE:

- Bachelor's degree in English, communications, journalism, or comparable education/experience
- Exemplary writing and editing skills; proficiency in grammar, editing, proofreading
- Proven experience writing content for marketing, communications, and development
- Comfortable taking initiative and can adapt to changing organizational needs
- Excellent interpersonal skills and ability to work in a team environment as well as independently

- Ability to break down complex ideas into simple, easy-to-understand concepts that are tailored to different audiences
- Proficiency in MS Office (Word and PowerPoint) and social media applications; graphic design and WordPress skills a plus
- Proven ability to manage a workload with multiple, often competing, priorities on a deadline
- Strong organizational skills
- An ability to discover the stories embedded in the everyday work of Heritage Conservancy that further communications and fundraising goals
- Possess a passion for preserving and protecting our area's natural and historic heritage

Please send a cover letter including salary requirements and resume by Friday, September 29th, to Alexandra Dashkiwsky, Manager of Marketing and Communications, with subject header "Content Writer" to: adashkiwsky@heritageconservancy.org.

ABOUT HERITAGE CONSERVANCY

Based in Doylestown, PA, Heritage Conservancy is committed to being the region's premier, nationally-accredited conservator. We are a community-based organization dedicated to the preservation and protection of significant open spaces, natural resources, and our historic heritage. A champion of conservation best practices, Heritage Conservancy believes that everyone is responsible for stewardship and seeks to enlighten, engage, and empower others to help achieve this mutual vision.

This job description is intended to convey information essential to understanding the scope of this position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.