



Position Description: Communications and Outreach Coordinator

Blue Ridge Partnership for Regional Invasive Species Management (PRISM) is 501(c)(3) public charity. Blue Ridge PRISM partners with federal/state/local government agencies, nonprofit organizations, and landowners to control invasive plants over a nearly three million-acre area of public and private lands in the northern Blue Ridge Mountains of Virginia. Our objective is to restore and protect native habitat and landscapes.

Blue Ridge PRISM seeks a Communications and Outreach Coordinator to promote and enhance the work of our organization via communications, education, and outreach activities. The Communications and Outreach Coordinator serves a strategic role in meeting PRISM's organizational goals by building awareness of the mission of the organization in such a way that encourages stakeholder engagement and action.

Reporting to the Program Director, the Communications and Outreach Coordinator works closely with members of PRISM's Executive Committee and Leadership Team, as well as key partners. They will develop and manage all communications plan activities with an eye toward maintaining PRISM's brand as a respected authority on invasive plants and cultivating external relationships with partners to widely disseminate PRISM content. The role is also responsible for the planning and execution of events and outreach activities hosted by Blue Ridge PRISM. The Communications and Outreach Coordinator will also provide administrative support to these activities and those of the Program Director as needed.

This position is a part-time, exempt position based on 20 hours per week. The work will be done remotely and high-speed internet connectivity is a must. Location is negotiable with strong preference for candidates within [PRISM's 10-county region](#) or nearby. As a part-time employee, this position receives pro-rata paid time off and holiday pay. The position is not eligible to participate in PRISM's health insurance. Some travel may be necessary within the 10-county region to attend in-person events when appropriate.

Key Responsibilities

- Develop, implement, and evaluate annual communications plan
- Develop, implement, and evaluate PRISM's 'brand' and communication strategy
- Develop, implement, and evaluate targeted communications campaigns: Weed Alerts, Action Alerts, Newsletters, etc.
- Design and implement PRISM's digital strategy across social media platforms including tracking analytics of performance
- Develop, implement, and evaluate website content creation and editing
- Manage PRISM events including promotion and registration
- Maintain and update PRISM education and outreach materials – both online and in hard copy
- Stay informed of communications trends and developments adapting PRISM's strategy as needed
- Other administrative duties as needed

Qualifications

- Interest in learning about invasive plants in Virginia, Virginia native plants, and preserving Virginia's natural heritage
- Experience working in a communications or public relations role
- Proven program and organizational skills
- Event management experience including using the platforms Eventbrite and Zoom
- MS Office software; ideal candidate will have experience in Wordpress, Mail-Chimp, Canva, and social media management
- Excellent interpersonal skills, ability to work with minimal supervision, proactive, and willingness to explore innovative communications approaches
- Strong writing skills
- Attention to detail and able to ascertain the strategic implications of actions

Please send inquiries along with a cover letter and resume to Elizabeth Mizell, beth@blueridgeprism.org. No phone calls please.