



338 Plush Mill Road
Wallingford, PA 19086
610-566-4507
www.PendleHill.org

POSITION: Communications and Outreach Coordinator

REPORTS TO: Director of Education

Supervises: N/A

GENERAL SUMMARY: The Communications and Outreach Coordinator (COC) works creatively and consultatively with colleagues in the core program, service, and development areas of Pendle Hill to determine strategic priorities and goals for the promotion of Pendle Hill to program, service, and donor audiences – and implements successful tactics to meet those goals.

The COC crafts compelling messages regarding new and ongoing programs; reaches current and new audiences using various means, and attracts visitors and donors. Creatively and competently uses various skills (writing, graphics, verbal), communications tools (radio, social media, letters, and audio/visual) and engaging personal communication style (presentations, outreach visits) to promote Pendle Hill; makes effective use of resources, maximizes impact within budget, eagerly pursues innovative options.

WORKING ENVIRONMENT: Pendle Hill is a Quaker study, retreat, and conference center that offers programs to people of all faiths and backgrounds. Pendle Hill offers residential, commuter, and online study programs, weekend workshops and retreats, conferences, scholarship opportunities, publications, bookstore, and rental space on our beautiful 23-acre campus. Pendle Hill is a fragrance-free, pet-free community.

DUTIES AND RESPONSIBILITIES:

1. Drives a strategic plan for advertising, and creates materials to support: Educational program promotion, donor relations, and attracting new guests (sojourners).
 - a. Implements effective publicity, outreach and communications approaches for our programs/services/fundraising appeals.
 - b. Researches the wants and needs of our target visitors as part of achieving goals.
 - c. Tracks the outcomes of various promotional methods, and the demographics of Pendle Hill visitors/customers for evaluating methods.
2. Raises the profile of Pendle Hill with diverse audiences through placements in various focused outlets including traditional, digital, and emerging tactics.
3. Monitors and reports on the budget lines related to these areas. Ensures that costs stay within budget parameters. Seeks cost effective solutions and ideas for savings.

4. Creates messaging and communications about Pendle Hill that retain and add value for our current constituents and recruit new regional, national and international audiences using our YouTube channel, live-streaming and other tools.
5. Prepares short thorough reports for committees and the Board related to this work.
6. Models “the voice” of Pendle Hill.
7. Is familiar with Pendle Hill’s history and vision. Consults with colleagues in core areas (Education, Operations, and Advancement) in order to develop short, medium, and long-term communication goals.
8. Designs various flyers, advertisements, written, and audio/video collateral pieces. Ensures a consistent high-quality look to our organization’s various communications materials, and ensures that within that portfolio of materials there is a consistent high-quality voice in our message.
9. Develops content for the Pendle Hill website and social media that meets our objectives of being accessible, relevant, clearly on mission, grounded in Quaker testimonies, and inspiring.
 - a. Tracks and measure web analytics.
 - b. Manages the creative use of Pendle Hill’s Facebook, Twitter and other social media accounts. Posts/tweets/texts as Pendle Hill daily/regularly. Responds as Pendle Hill to messages from others.
10. Represents Pendle Hill at outreach functions and designs display materials and slide shows; providing these for colleagues when they are attending events for Pendle Hill.
11. Responsible for a monthly e-newsletter. Generates content for, compiles content from others, contributes graphics, approves its look, and proofreads. Responsible for occasional other broad audience emails as well.
12. Holds a deep understanding of Pendle Hill: historic, current and emerging, and brings superior messaging skills and techniques to communicating about the organization and offerings.
13. Ensures that high-quality photos and videos of our visitors/campus are taken on a quarterly basis at least. As needed, coordinates professional photography for the success of specific projects. Manages and organizes all digital files.
14. Bids projects, tracks production, and maintains relationships with outside vendors (printers, designers, mail house).
15. Other duties as assigned.

REQUIRED QUALIFICATIONS:

1. Bachelor's degree in communications, English, website design, media relations, or equivalent experience. Proficiency in effective communication methods, (including traditional and emerging media).
2. Excellent communication and presentation skills (written and interpersonal).
3. Experience in generating audio/video/web content for communications purposes.
4. Demonstrated writing, proofreading and editing skills; attention to detail.
5. Enjoys working in a multifunctional organization and thrives as a self-starter.
6. Demonstrated good judgement and confidence in managing competing priorities, excellent time management skills.
7. Understanding of and proficiency in effective marketing/communications strategies and tactics. Eager to stay current with emerging methods.
8. Enthusiasm about helping our programs and services become known by new and returning audiences.
9. Enthusiastic alignment with our mission, vision and values. Authentic support for our programs and services and a willing to champion Pendle Hill near and far.

EXPECTATIONS OF ALL PENDLE HILL EMPLOYEES:

1. A welcoming attitude and willingness to provide hospitality for members of, and visitors to, the Pendle Hill community. Openness to a wide range of spiritual beliefs and experiences.
2. Familiarity with Quaker faith and practices, and/or a willingness to gain and deepen such knowledge.
3. Demonstrated proofreading and editing skills.
4. Appreciation for the role of Quakerism in the mission of Pendle Hill. Please see our mission, vision, and value statements as part of familiarizing yourself with Pendle Hill.

DESIRED QUALIFICATIONS

1. Familiarity with WordPress, Moodle and/or Vertical Response, as well as using html code for content formatting.
2. Visionary thinker who is also able to "do" a lot of the design/layout work in-house.

TIME EXPECTATIONS: This is a full-time, exempt position. Occasional evening or weekend work may be required. Full-time staff at Pendle Hill spend a few work hours each week contributing to the community through meal time, housekeeping, or maintenance work.

COMPENSATION AND BENEFITS: Compensation includes cash salary and benefits including medical and dental insurance, retirement, generous paid vacation and holidays, and the opportunity to take Pendle Hill courses for free or at a significantly discounted rate. Compensation may also include on-campus residence and board (depending on the availability of housing, at Pendle Hill's discretion).

The opportunity to obtain a Swarthmore College ID card, which will enable you to access the Swarthmore library and recreational facilities.

Thanks to a partnership with FGC, employees receive a 20 percent discount at the *QuakerBooks* bookstore at Pendle Hill.

NONDISCRIMINATION POLICY:

Pendle Hill encourages the participation of all and seeks to appoint to its staff individuals of diverse backgrounds and to do so without discrimination on the basis of gender, religion, race, color, age, sexual orientation or national origin.

BACKGROUND CHECKS:

Pendle Hill will conduct a background check for all candidates prior to hire.

INTERESTED? Please submit a current resume; contact information for three references, at least one of which is someone who has supervised your work; and a cover letter describing your qualifications (including how you heard about the position) to Martie McBreen at Pendle Hill, 338 Plush Mill Road, Wallingford, PA 19086 or mmcbreen@pendlehill.org. Please put Communications and Outreach Coordinator Position and your last name in the email subject line.

Review of applicants will begin in late February with an anticipated start approximately April 1st.