



# PENDLE HILL

A Quaker Study, Retreat, and Conference Center

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**February 2021**

**POSITION:** Communications and Outreach Coordinator

**REPORTS TO:** Education Director

**GENERAL SUMMARY:** Under the supervision of the Director of Education, the Communication 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, which serve the Pendle Hill mission and vision, the needs of Friends and other constituents within our mission and vision statements, and which Pendle Hill is suited to provide.

The COC crafts compelling messages regarding new and ongoing programs; reaches current and new audiences using various means, and attracts visitors, conference rental groups, and donors. Creatively and competently uses various skills (writing, graphics, verbal) and communications tools (radio, letters, and audio/visual) to promote Pendle Hill; makes effective use of resources, maximizes impact within budget, and explores innovative options.

The COC works collaboratively with the Education Coordinator, the Director of Advancement, and the Arts and Spirituality Coordinator, Pamphlet Specialist, Conference Sales Coordinator, and IT Coordinator regarding the development and dissemination of communication and outreach priorities that better serve Pendle Hill.

**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 24-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 promote Pendle Hill's educational program, support donor relations, and attracting new conference groups.
2. Implements effective outreach and communications approaches for our programs/services/fundraising appeals.
3. Creates messaging and communications about Pendle Hill and designs flyers, advertisements, and written and audio/video pieces that retain and add value for our current constituents and recruits new regional, national, and international audiences using website, social media, our YouTube channel, live-streaming, and other methods.
4. Develops content for website and social media that meets our objectives of being accessible, relevant, clearly on mission, grounded in Quaker testimonies, and inspiring.
5. Responsible for producing and publishing a monthly e-newsletter, occasional other broad-audience emails, and for managing the creative use of Pendle Hill's social media accounts.

6. Takes note of market research to achieve outreach goals. Tracks the outcomes of various promotional methods and the demographics of Pendle Hill visitors/customers for evaluating these methods. This includes tracking and measuring web analytics.
7. Holds a deep and growing understanding of Pendle Hill and models “the voice” of the institution personally, verbally, and in writing.
8. Ensures that many 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 and obtains signed releases. Manages and organizes all digital photo/video files.
9. Ensures that costs stay within budget parameters, participates in Budget Managers’ Meetings, and seeks cost effective solutions and ideas for savings. Bids projects, tracks production, and maintains relationships with outside vendors (printers, designers, mail house) in keeping with our diversity and inclusion queries.
10. Prepares short thorough reports for the Executive Director to share with committees and the Board related to this work.
11. Other duties as assigned.

**REQUIRED QUALIFICATIONS:**

1. Bachelor’s degree in communications, English, website design, media relations, or equivalent experience.
2. Proficiency in effective communication methods (including traditional and emerging media).
3. Excellent communication and presentation skills (written and interpersonal).
4. Experience in generating audio/video/web content for communications purposes.
5. Demonstrated writing, proofreading and editing skills; attention to detail.
6. Demonstrated good judgement and confidence in managing competing priorities.
7. Understanding of and proficiency in effective marketing/communications strategies and tactics.
8. Eagerness to stay current with emerging marketing and communication methods.
9. Enthusiastic alignment with our mission, vision and values. Authentic support for our programs and services; willingness to champion Pendle Hill near and far.

**DESIRED QUALIFICATIONS:**

1. Familiarity with the Adobe suite of software, especially InDesign.
2. Familiarity with Wordpress.
3. Visionary thinker who is also able to do a lot of the design/layout work in-house.
4. Enjoys working in a multifunctional organization
5. Thrives as a self-starter.

**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. 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.

**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:** \$37,000 yearly compensation plus benefits including medical, dental and life insurance, a retirement plan, generous paid vacation days (20), sick days (15), and holidays (10), the opportunity to obtain a Swarthmore College ID card, which enables access to the Swarthmore library and recreational facilities, and the opportunity to take Pendle Hill courses for free. Overall taxable compensation may also include on-campus residence and board (depending on the availability of housing and at Pendle Hill's discretion).

**NONDISCRIMINATION POLICY:** Pendle Hill appoints individuals without discrimination based on color, ethnicity, race, sexual orientation, class, gender identity or expression, pregnancy, age, national origin, ancestry, ability, marital status, domestic partnership or civil union status, religious affiliation, or any other category protected by law. Pendle Hill recognizes that some of these categories are social constructs, not rooted in science. Our aim is to be inclusive and affirming.

**BACKGROUND CHECKS:** Pendle Hill will conduct a background check for all candidates prior to hire.

**INTERESTED?** Please submit a current resume and a cover letter describing your qualifications, including how you heard about the position (resumes received without a cover letter will not be considered), to Eric Evans, 338 Plush Mill Road, Wallingford, PA 19086 or [eevans@pendlehill.org](mailto:eevans@pendlehill.org). Please put Communications & Outreach and your last name in the email subject line. Review of applications will begin on February 24, 2021 and continue until the position is filled, with an anticipated start date on April 1, 2021.