



PENDLE HILL

A Quaker Study, Retreat, and Conference Center

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November 2022

POSITION: Communications and Outreach Coordinator

REPORTS TO: Executive Director

POSITION SUMMARY: The Communication and Outreach Coordinator (COC) works consultatively with colleagues across the organization to determine and execute strategic priorities and goals for Pendle Hill's promotion to program, service, and donor audiences. The COC meets those goals by crafting compelling messages and beautiful marketing and fundraising materials with excellent writing, graphics / design, and sales skills. The COC disseminates these using internal and external resources, like our social media and website, radio advertising, and mail and email campaigns reaching current and new audiences to attract visitors, program participants, conference rental groups, and donors.

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. Drive a strategic plan for advertising the full breadth of Pendle Hill's offerings via our website, social media, live-streaming, podcast, written and graphic materials, and other methods.
2. Create messaging and communications about Pendle Hill, as well as effective marketing materials to promote Pendle Hill's educational program, support donor relations, and attract new conference groups.
3. Design flyers, advertisements, fundraising appeals, and other materials in-house with an excellent eye for beautiful and effective visual and textual elements that communicate Pendle Hill's essence.
4. Responsible for producing and publishing a monthly e-newsletter and occasional other broad-audience emails.
5. Manage the creative and compelling use of Pendle Hill's social media accounts, ensuring regular relevant, well-designed, on-mission activity.
6. Manage the response to sensitive communications with the public in consultation with the Executive Director.
7. Use data to fine-tune marketing approaches, including relevant market research, the outcomes of various promotional methods, as well as analytics on our website visits, posts, mass emails, videos, and more.
8. Hold a deep and growing understanding of Pendle Hill, modelling the "voice" of the institution personally, verbally, and in writing.
9. Ensure that many high-quality photos and videos of our visitors/campus are taken on a quarterly basis at least. As needed, coordinate professional photography for the success

of specific projects. Manage and organize all digital photo/video files as well as any photo displays on campus.

10. Ensure that costs stay within budget parameters, participating in Budget Managers' meetings and seeking cost-effective solutions and new ideas for savings.
11. Bid projects, track production, and maintain relationships with outside vendors (printers, mail house, etc.) in keeping with our diversity and inclusion queries.
12. Other duties as assigned.

REQUIRED QUALIFICATIONS:

1. At least one year of professional experience in the field of communications, outreach, marketing, sales, graphic design, or a related profession.
2. Proficiency in effective communication methods (including traditional and emerging media).
3. Strong design skills with the ability to create quality materials in-house for marketing and fundraising purposes.
4. Experience in generating graphic, audio, video, and written content for communications, marketing or fundraising purposes in both print and on the web.
5. Excellent 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 and communications strategies and tactics, as well as an eagerness to stay current with emerging methods.
8. Understanding of basic design and/or graphic design principles, including composition, color, contrast, and typography (for instance).
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. Bachelor's degree or higher in communications, marketing, English, graphic design, media relations, or similar field.
2. Familiarity with the Adobe suite of software, especially InDesign.
3. Familiarity with Wordpress.
4. Familiarity with the Raiser's Edge CRM platform.
5. Enjoys working in a multifunctional organization.
6. Thrives as a self-starter.

EXPECTATIONS OF ALL PENDLE HILL EMPLOYEES:

1. A highly 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, cultural backgrounds and practices, and differences of all kinds.
2. Either a familiarity with Quaker faith and practices and a commitment to learning more or a willingness to gain and over time 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. Out of respect for work-life balance, “full time” at Pendle Hill is 37.5 hours per week, with 7.5-hour typical workdays. 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: \$40,000 – 44,000 yearly salary, depending on experience, plus benefits including: medical, dental and life insurance, a retirement plan, generous paid vacation days (20), sick days (15), and holidays (11), and the opportunity to take Pendle Hill courses for free. Additional benefits include one meal a day from the Pendle Hill Kitchen (free to staff except for the tax), a 20% employee discount at the Pendle Hill Bookstore, free copies of all Pendle Hill pamphlets upon publication, a beautiful campus with walking trails and fellowship with people from around the world. Full time staff are eligible for competitively priced on-campus housing (depending on availability, 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.

Pendle Hill staff are required to be fully vaccinated against COVID-19, except for those who cannot receive the vaccine for medical or religious reasons.

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

INTERESTED? Please submit the following items to Hannah Mayer, at with hmayer@pendlehill.org with “Communications and Outreach Coordinator” and your last name in the email subject line:

1. a current resume,
2. a cover letter that includes how you heard about the position, why you want to be considered and your qualifications,
3. a product of your marketing/communications work (flyer, donor appeal, social media campaign, etc.), including a detailed explanation for which parts you can claim responsibility,
4. and contact information for three references.

Review of applications will take place on a rolling basis and continue until the position is filled, with priority given to those applications that arrive before November 28, 2022. The anticipated start date is January 3, 2022.