

# JOB ANNOUNCEMENT

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August 1, 2017

**JOB TITLE:** Communications and Marketing Associate

**REPORTS TO:** Director of Communications and Development

**JOB SUMMARY:**

Casey Trees, a nonprofit dedicated to restoring, enhancing and protecting the tree canopy of Washington, D.C., seeks a Communications and Marketing Associate to provide support for Casey Trees' marketing efforts, development and donor engagement.

The primary goal of all communications is to create awareness of the organization's work to re-tree the District, therefore attracting new funder and community partners. The target audience for promoting awareness and understanding is both internal and external, including current and prospective program participants, volunteers, advocates and donors; professional advisors; media representatives; nonprofit organizations; community leaders and the general public; and staff.

**RESPONSIBILITIES INCLUDE:**

- Develop, implement and manage integrated promotional and acquisition campaigns that increase awareness of and participation in the organization and its programs.
- Maintain schedule of all marketing activities, including paid advertising.
- Design and coordinate placement of paid advertising; analyze results and ROI.
- Plan and coordinate logistics for donor and fundraising events including the fall Appreciation Reception and spring Canopy Awards. Assist in coordinating organization's participation in community events and festivals. Staff major events as assigned, which may include weekends and evenings.
- Idea conception and production of graphic design for a range of print and digital marketing materials including the Member calendar, Tree Report Card, direct mail, vehicle wraps, brochures and merchandise; act as an in-house designer for basic projects.
- Develop appropriate campaigns and design solutions within our brand guidelines for the primary purpose of effectively growing Membership, selling merchandise, services or related brand messages. Ensure that each assigned project meets all production specifications prior to releasing to proof or print.
- Draft and distribute media releases; prepare media kits; conceptualize and pitch story ideas.
- Forge and grow relationships with local, regional and national media and outlets.
- Monitor media, listservs and forums for organizational and tree-related mentions.

**QUALIFICATIONS:**

- A bachelor's degree in public communications, marketing, journalism, English or similar program and a minimum of two years of professional experience in communications and planning and managing large scale events.
- Experience with traditional media relations and familiarity with new media strategies.



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- Excellent writing and editing skills, including the ability to synthesize and translate complex topics for multiple audiences, and the ability to interview key stakeholders and tell the story of the organization through their engagement with us.
- Excellent working knowledge of software applications including Word, Excel and Publisher, as well as Adobe Creative Suite.
- Strong graphic design skills.
- Enthusiastic with a positive attitude and strong work ethic; good sense of humor appreciated.
- Demonstrated interest in Casey Trees' mission.
- Willingness to work a flexible schedule as needed; including some evenings and weekends.
- Attention to detail.
- Ability to juggle multiple responsibilities and meet deadlines.
- Valid driver's license with good driver history.
- Must be able to lift 50 lbs.

#### **PREFERRED SKILLS**

- Experience with technology applications for event and volunteer management and public relations e.g. Eventbrite, Meltwater.
- Familiarity with CRM systems such as Salesforce and Convio/Blackbaud.
- Basic HTML and CSS.
- Understanding of fundraising, membership, volunteer and advocacy needs.

#### **POSITION DURATION AND COMPENSATION:**

This position is full-time and permanent. Salary is commensurate with experience. Preferred start date is October 2 or sooner.

#### **TO APPLY:**

Please email the following items to Italia Peretti, Director of Communications and Development at [jobs@caseytrees.org](mailto:jobs@caseytrees.org):

- Letter of interest including salary expectations
- Résumé
- Two writing samples
- Availability including start date
- Contact information for three references

Enter position title only into email subject line.

**Applications are accepted until the position is filled. No telephone or email inquiries please.**

*Casey Trees is an Equal Opportunity Employer*