Communications Director: Job Description

The Philadelphia Orchard Project is a nonprofit that plants and supports community orchards in the City of Philadelphia. In partnership with communities, POP envisions urban ecosystems that create green spaces, connect neighbors, provide hands-on learning experiences, and grow fresh fruit for generations to come. Our core values are education/learning, justice, permanence, regeneration, and beauty, and we are deeply committed to working in partnership and learning from the communities that we serve.

The Communications Director is a new position which we anticipate transitioning into an organizational co-director serving as part of POP’s executive team within 12-18 months from hire. This person will work closely with POP’s Co-Directors and Board of Directors to shape and amplify POP's brand and reputation, and advance the organization's mission through strategic and creative communications. This full-time exempt salaried role (37.5 hours per week) is a hybrid position that may require up to 1-2 days per week in POP’s office at The Woodlands or in meetings with external partners.

The Communications Director will lead the following activities:

Organizational Communications
- Develop and lead POP’s communications strategy with an emphasis on development/fundraising initiatives, volunteer engagement, and outreach
- Develop strategies for advocacy around environmental and land justice
- Create and implement a calendar of external activities including media interviews, speaking opportunities, community engagements, and awards
- Create and disperse POP’s bi-monthly e-newsletter and regular volunteer/events emails
- Maintain the organization’s website and social media presence (includes a blog, event announcements, Google AdWords, Instagram, YouTube)
- Coordinate with POP staff to develop communication content
- Create and disperse POP’s annual report and other communications pieces to share POP’s impact
- Create donor communications for POP’s annual campaign

Along with the Co-Executive Directors, this person will share the following responsibilities:
- In alignment with POP’s mission, vision, and values, identify and pursue new corporate and government funding and partnership possibilities
- Regularly communicating with POP’s Board of Directors, including attending quarterly board meetings and some committee meetings
- Provide counsel and support for crises and issues that may have an impact on POP's brand and reputation
- Implementing POP's strategic planning goals related to Communications & Marketing, and Staffing & Governance
- Developing, updating, and implementing fundraising projections and strategies

Other
- Communications Director will be expected to participate in at least one relevant professional development opportunity per year; with approval, POP will pay costs of attendance and any required travel/accommodations
- Occasional weekend and evening attendance at POP workshops or events, or external partner events may be required

MINIMUM QUALIFICATIONS
- 3-5 years of work experience ideally in nonprofit development and/or communications
- High level proficiency in Microsoft Office programs and Google Suite
- Proficiency in database management, social media (Instagram, Facebook, and YouTube), and Canva or other graphic design tools
- Demonstration of a broad range of communications, media relations, social media, marketing and project management skills
- Excellent oral and written communication skills, including visual presentation of information and high-level command of grammar, spelling and word usage
- Ability to determine best way to communicate a wide range of issues through written and verbal expression based on audience and goals, including style, tone, length, organization
- Extremely well-organized, with attention to accuracy and detail
- Proven track record of initiating, cultivating and managing relationships with key stakeholders
- Excellent interpersonal and networking skills
- Able to take ownership and drive activities to completion
- Ability to work independently and as part of a team, both remotely and in-person
- Understanding of the professional and cultural sensitivities required to work across all levels of an organization as well as with diverse community members
- Ability to travel throughout Philadelphia (bike, walk, SEPTA, car, etc.)
- Demonstrated commitment to POP’s mission, vision, and values
- Due to POP’s work with school partners, a background check may be required after a conditional job offer is made

PREFERRED QUALIFICATIONS
- Desire to move into a leadership role with a growing non-profit organization
- Familiarity with the Philadelphia philanthropic landscape and POP’s community partners
- Familiarity with government funding opportunities and processes
- Familiarity with gardening, urban farming, or landscaping
- While we welcome candidates who have a bachelor’s degree from an accredited four-year institution, that is not a requirement
- Ability to communicate effectively both orally and in writing in English and Spanish
- Experience with human resources, coaching, or facilitation
SALARY & BENEFITS

- This is a full-time, salaried, exempt position based on an average of 37.5 hours/week. The salary range is $54,600 - $58,500 depending on experience, paid bi-monthly. The schedule is flexible but some evenings and weekends will be required.
- This position is hybrid and there is an expectation that this person will be physically present in the office 1-2 days per week and also participate in relevant meetings with partners around Philadelphia.
- Paid Time Off (PTO) starts at 10 days/year and paid holidays range from 17-21 days per year, including the final two weeks of the year. Up to 6.5 additional paid sick days are available.
- Monthly transportation/mileage reimbursement
- Cell phone and wellness stipends totaling $155 per month
- Professional development support
- Following a 90-day introductory period, eligible for up to 3% matching retirement contributions through a SIMPLE-IRA, and up to one half-day per month of paid Volunteer Time Off.
- After 12 months of service, eligible for 12 weeks family/medical leave (6 weeks paid and 6 weeks unpaid).

We are committed to building a team that reflects the diversity of Philadelphia. We encourage applications from individuals who identify with one or more of the following groups: people of color; individuals with disabilities; LGBTQ+; first-generation college students; those from families that have qualified for federal financial assistance; other historically underrepresented or marginalized groups. POP does not discriminate based on ethnicity, race, gender, sexual orientation, or any other protected class.

Hiring Process Details

Please email a cover letter and resume to Co-Executive Director, Kim Jordan (kim@phillyorchards.org), using the subject line “Your Last Name: Communications Director”. The priority deadline to apply is June 26, 2023. Applications will be reviewed by our hiring committee which consists of POP staff and board members. Three references and prior work samples will be requested from those selected for a second-round interview. We aim to offer the position by July 31, 2023 for an anticipated start of early-to-mid August. Please, no phone calls or mailed applications.