

VINEYARD CONSERVATION SOCIETY JOB DESCRIPTION

TITLE: VCS Communications Coordinator

ABOUT VINEYARD CONSERVATION SOCIETY

Originally formed in 1965 by a small group concerned with the preservation of the natural habitats of the island of Martha's Vineyard, today VCS takes a broad view of conservation. In addition to traditional land protection, addressing the Island's current and future environmental challenges increasingly requires an informed and mobilized public. Through public education, local political advocacy, and legal defense work, we promote community action in pursuit of a healthy environment and sustainable future.

COMMUNITY CONTEXT FOR OUR WORK

There is a widespread sense of urgency for this work, but the challenges are complex. Martha's Vineyard's extraordinary natural resources attract so many admirers that the population swells more than tenfold during the summer months, leading to singularly difficult threats to the island's natural resources and to affordable year-round living. VCS has long recognized that the island must manage a delicate balance of human and environmental needs, and the organization takes a thoughtful approach to conservation, paired with a patience and passion for navigating the interpersonal complexities within a diverse island community.

PURPOSE

The Communications Coordinator will help advance environmental community action and education consistent with the VCS mission by building and executing a communications plan across social media, internal publications, and community platforms. VCS believes that strong and mindful environmental advocacy and action are critical to the long term health and well being of the Island, and that action is reliant upon an informed and engaged public.

While the VCS mission includes a wide range of environmental work, there are currently specific focus areas: open space protection; climate change; curbing growth and development; habitat health; and single-use plastic reduction. Priority areas periodically change, and the small staff and collaborative working style will allow this position to help communicate and strategize the most impactful approach.

REPORTING RELATIONSHIPS

The Communications Coordinator will work under the supervision of the Director of Membership, Director of Advocacy, and the Executive Director.

KEY RESPONSIBILITIES

- Manage day-to-day social media presence across platforms (e.g., Instagram), including content creation, scheduling, community engagement, and performance tracking to grow reach and audience engagement
- Coordinate and manage media communications with local publications about VCS programs, events, and engagement issues, including writing press releases and handling project assets.
- With the Director of Membership, manage the planning for the existing suite of VCS annual events, including the *Winter Walks* series, *Earth Day Beach Clean Up*, and *Art of Conservation*, high school art contest.
- Look for and ideate around unexpected opportunities to integrate VCS's voice into broader island conversations, including new and existing events.
- Manage the production of the annual VCS print newsletter and monthly email newsletter.
- Create communication products, such as posters, flyers, and press releases in support of VCS and collaborative events, and manage promotion, including postings to local calendars, posting of flyers, and sharing to colleague newsletters, etc.
- Provide ad hoc research and administrative assistance to support ongoing programs and initiatives.
- Help maintain the VCS website.
- Address individuals and groups, projecting a positive image of VCS and advancing VCS's priorities for Martha's Vineyard's natural and human health.

QUALIFICATIONS AND SKILLS

- 2–4 years of experience in communications, marketing, nonprofit outreach, or

a related field.

- Demonstrated experience executing communications strategy, including managing social media channels, growing audience engagement, and translating our mission statement into compelling public-facing content.
- Experience managing logistical details of small event planning – including scheduling, venue/site coordination, materials and equipment needs, and volunteer assignments.
- Comfortable with basic design tools such as Canva for producing posters, flyers, and digital assets.
- Familiarity with email marketing platforms (Mailchimp or similar) and basic website content management (Squarespace, WordPress, or similar)
- Photography skills or a good eye for visual storytelling a bonus!
- Experience writing for public audiences — press releases, newsletters, captions, or editorial content — with a clear, engaging voice
- Organized and detail-oriented, able to manage multiple deadlines and projects simultaneously without losing the thread.
- A natural relationship builder — at ease with local press, community partners, town officials, and the public alike.
- Passion for protecting the land, water, wildlife and community character of Martha's Vineyard.
- An aptitude for community engagement and willingness to immerse in the Vineyard community. Knowledge of the dynamics of the Vineyard community is ideal or an excitement for developing that knowledge and for being an active community participant.

COMPENSATION AND BENEFITS

This is a part-time position with the potential to transition into a full-time role based on business needs and performance. VCS offers competitive total compensation. Housing is not provided, but VCS will help provide information and local knowledge to assist with a transition to the Island if necessary.

Anticipated hourly range to be discussed.

Depending on Part-time or full-time, benefits may include medical and dental insurance, employer contribution to a 403B plan, and time off. There is the opportunity to have a hybrid schedule, splitting work between home and the Wakeman Center office, but many activities, including regular staff and working group meetings, require in person attendance. Some meetings and events will be on weekends and/or outside normal work hours.

TO APPLY

All candidates should submit a cover letter and detailed resume to jobs@vineyardconservation.org.

Vineyard Conservation Society is an Equal Opportunity Employer. Research shows that underrepresented groups apply to jobs only if they meet 100% of the qualifications. VCS encourages you to break that statistic and apply. No one ever meets 100% of the qualifications. We look forward to your application.

