



## Now Hiring: Communications Coordinator

### About Us

Preservation Buffalo Niagara (PBN) is a non-profit advocacy organization that identifies, protects, and promotes the unique architecture and historic legacy of Western New York, while connecting people to the places they love. We serve the five counties of Western New York, with a particular emphasis on Erie County and the City of Buffalo, and Niagara County and the City of Niagara Falls. PBN is working hard to challenge existing preservation paradigms and serve a more diverse constituency.

### Opportunity Overview

Preservation Buffalo Niagara (PBN) seeks a full-time Communications Coordinator to join our small, hardworking team. This integral staff position will oversee organizational communications, including writing, social media management, basic graphic design, and website management. The position will also provide high-level support for PBN's rich roster of events and public programs, working closely with all team members to deliver outstanding customer service and event experiences.

This position provides an opportunity to learn and grow in a fast-paced, small team within the WNY nonprofit sector. The Communications Coordinator reports to the Director of Operations & Grants Management.

### Job Duties

#### Communications (60%)

- Develop engaging social media and other external communications content (Wordpress-based website and e-newsletter), including both text and graphics.
- Create marketing materials for all events, public programs, fundraising campaigns, and PBN membership program in collaboration with other team members.
- Craft compelling press releases and editorials to drive media engagement with PBN's work.
- Create and edit video content and presentations as needed.
- In partnership with the Executive Team, develop an annual communications strategy and outreach plan to raise awareness of and interaction with PBN.
- Coordinate the publication of PBN's quarterly print newsletter.
- Develop and enforce consistent voice and messaging across all PBN communications.
- Coordinate bulk mailings and PBN publications with external graphic designer and printer.
- Measure, evaluate, and adapt communications strategy based on data and analytics.

#### Public Programs & Events Support (20%)

- Provide logistical and administrative event support to successfully implement PBN's slate of public programs, including tours, lectures, workshops, Annual Meeting, and member events.
- Provide on-site support, helping to troubleshoot last-minute changes and serving as key liaison with production and vendor teams.
- Produce monthly reports on public program revenue and attendance.

#### Volunteer Management (10%)

- Onboard and coordinate PBN volunteers and tour guide docents, including shift scheduling.
- Support the Director of Preservation Services to coordinate tour guide training(s) as needed.

#### Administrative Support (10%)

- Provide timely and cheerful responses to questions from PBN members and members of the public via phone, email, and social media.
- Responsible for PBN merchandise and publications inventory and order fulfillment.
- Other light administrative duties as assigned to advance PBN's mission.

#### Upcoming Major Projects:

- New website – Create an updated PBN website working closely with external web design consultants.
- Communications audit implementation – A communications audit was recently completed and this position will take the lead on implementing new key messaging across PBN's communications and improving overarching brand consistency.

#### Skills & Qualifications:

- Great storyteller who writes clear, concise, and grammatically-correct copy.
- Keen attention to detail and accuracy.
- Self-motivated and well-organized with strong time management skills.
- Demonstrated ability to coordinate several projects simultaneously with overlapping deadlines.
- Capable of receiving and learning from critical feedback.
- Technological comfort and fluency, including experience with Wordpress, Microsoft Office Suite (Outlook, Word, Excel), member databases (EveryAction), graphic design & video editing software (such as Adobe Creative Cloud), and social media platforms (Facebook and Instagram primarily).
- Customer service or agency experience a plus.

While an interest in our built environment is a strong plus, we encourage candidates from a wide variety of educational and experiential backgrounds to apply for this position. We strongly encourage applications from women, racial and ethnic minorities, and other individuals who are under-represented in the profession, across color, creed, race, ethnic and national origin, physical ability, gender and sexual identity, or any other legally protected basis.

## Compensation

This position offers a salary range of \$32,000-\$34,000, depending on relevant experience. This position is not remote, but a hybrid work schedule is available. PBN also offers a health insurance stipend, flexible work schedule, generous paid time off every year, and 13 paid office holidays per year.

## To Apply:

Please email [jobs@pbnsaves.org](mailto:jobs@pbnsaves.org) by Monday, June 13, 2022 with:

- Cover letter
- Resume
- Writing sample (e.g. press release, article, blog post, etc.) or link to existing portfolio
- A sample of your graphic design work (e.g. social media post, brochure, postcard, etc.) or link to existing portfolio

As we have several open positions, please type "Communications Coordinator" in the subject line. The anticipated start date will be in July 2022.