



Position Details

Title: Communications Coordinator

Team: Communications

Location: Location flexible with regular presence at our Concord office.

Employment Type: Full-time; exempt. 40 hours per week

Reports to: Communications Director

Supervises: None

About The Northern Forest Center

Founded in 1997, the Northern Forest Center works across the 30-million-acre Northern Forest region of New York, Vermont, New Hampshire, and Maine. We advance community economic development and forest stewardship by providing collaborative leadership, innovative ideas, and expertise in program delivery, investment, project management, and public policy. Our work is grounded in strong partnerships with rural communities and a deep commitment to the region's people, land, and future. Learn more at www.northernforest.org.

Position Summary. The Communications Coordinator supports the Center's storytelling and content development. This role is responsible for producing high-quality content, coordinating story leads with internal and external partners, executing social media and email communications, and tracking and reporting on performance. This is a hands-on, execution-focused role that supports an organizational engagement strategy for both Fundraising and Programs and direction set by the Communications Director and Management Team.

Key Responsibilities

Content Management & Story Capture

- Produces, posts, and updates written, visual, and multimedia content for social media, email, website, and reports.
- Coordinates story leads with external partners and programs staff
- Conducts interviews, gathers quotes, captures photos and video, produces graphic assets, and packages stories
- Maintains and organizes shared folders, content libraries, story trackers, editorial calendars, and databases

Social Media Execution & Engagement

- Manages day-to-day execution of the Center’s social media presence across key platforms (Meta, LinkedIn, and others as needed)
- Produces, schedules, and publishes social media content aligned with organizational priorities
- Monitors platform engagement and supports community management
- Maintains social media content calendar
- Implements limited paid social boosting to reach target audiences, as directed

Earned Media Support & Editorial Production

- Assists in drafting and editing press releases, media alerts, pitches, and other earned media materials
- Supports distribution, list building, and basic reporter research
- Maintains media coverage archive

Email & Newsletter Communications

- Drafts, formats, and distributes e-blasts and e-newsletters
- Produces biweekly Digest, including Center promotions, in collaboration with program staff
- Maintains subscriber list and coordinates with staff for necessary list updates

Measurement & Reporting

- Compiles and summarizes monthly and quarterly analytics for social media (paid and organic), email marketing, website, and earned media to support continual learning and improvement

Note: These responsibilities describe the general nature of the role and are not an exhaustive list. Other duties may be assigned as organizational needs evolve.

Required Qualifications

- 2-3 years of hands-on experience in communications, marketing, journalism, or a related field and managing content across multiple channels (social media, email, and web)
- Demonstrated ability to edit and package stories using a mix of writing, photography, video, and basic graphic design
- Experience executing communications plans or campaigns developed by a supervisor or team (content calendars, newsletters, social media schedules)
- Strong written and verbal communication skills with the ability to adapt tone and content for different audiences
- Ability to manage multiple priorities with attention to detail
- Proficiency with Microsoft Office 365 (Word, Excel, Outlook, Teams), Canva and or Adobe Creative Suite, and Asana or other project management platform
- Proficiency with common digital media platforms such as: Meta, LinkedIn, Adobe, bulk email systems and Wordpress
- Willingness and ability to travel throughout the Northern Forest region as needed

Equivalent combinations of education and experience will be considered. Applicants should be prepared to share examples of published or produced work

Preferred Qualifications

- Familiarity with database/CRMs such as Salesforce
- Experience managing printing projects
- Experience working with media and sourcing content from colleagues and partners
- Basic experience reviewing or compiling communications analytics (social media, email, or website)

Competencies & Working Style

- Collaborative and relationship-oriented, with the ability to work effectively with colleagues, partners, and community members
- Highly organized and reliable - able to manage content calendars, assets, and deadlines across multiple channels
- Strong storytelling instincts, including curiosity, good judgment, and respect when capturing stories from partners and communities
- Adaptable and comfortable with evolving priorities, particularly in a dynamic nonprofit environment
- Detail-oriented and quality-focused, with a commitment to clear, accurate, and accessible communications
- Results-oriented with a learning mindset
- Committed to equity, inclusion, and respectful teamwork

Compensation & Benefits

- Salary range: \$45,000 - \$52,000, commensurate with experience
- Comprehensive benefits package, including:
 - Employer-sponsored Anthem health insurance with employee premiums covered 85-90%
 - 20 PTO days, 12 sick days and 12 holidays annually
 - Flexible spending and dependent care accounts
 - SIMPLE IRA with 3% match
 - Short- and long-term disability coverage with premiums covered 100%
 - Voluntary life and dental insurance
 - Flexible and supportive work environment

Work Environment & Travel

- Occasional travel within the Northern Forest region
- Occasional overnight travel
- Combination of office-based, remote, and field-based work (as applicable)

How To Apply

Please submit a resume and cover letter describing your interest and qualifications to resume@northernforest.org with the subject line: “Communications Coordinator Application.”

The Northern Forest Center is an equal opportunity employer and is committed to building a diverse and inclusive team. We make employment decisions based on qualifications, merit, and organizational needs, without regard to race, color, religion, national origin, gender identity or expression, sexual orientation, age, disability, marital status, political beliefs, or veteran status.