



**Walden Woods Project
Education Programs Assistant/Communications Coordinator
Job Description**

The Walden Woods Project (WWP) seeks qualified candidates for a full-time Education Programs Assistant/Communications Coordinator. The WWP preserves the land, literature and legacy of Henry David Thoreau to foster an ethic of environmental stewardship and social responsibility. We achieve this mission through the integration of conservation, education, research and advocacy. Our programs are built on the philosophy of Thoreau and grounded in the land and historic resources of Walden Woods and Thoreau Country, engaging students, educators and lifelong learners both locally and globally.

Under the supervision of the Director of Education, the **Duties and Responsibilities as the Education Programs Assistant** include:

- Aiding in the design, implementation and evaluation of a full range of educational programs (This will require some weekend and evening work, perhaps 2-3x/month. It is important to be available for our 6-day summer professional development program that is Sunday-Friday, usually the 2nd full week of July. The 2019 dates are July 14-19.)
- Coordinating and facilitating group visits to Walden Woods (mostly high school students, but some younger students and some adult groups)
- Assisting in the collection of data on our education programs
- Co-creating educational resources, such as curricula, journaling activities, teachers' guides, etc.
- Drafting education-related content for articles, newsletters, website and other communications; updating the education pages of the WWP website
- Collaborating with other departments/staff at WWP on institution-wide initiatives that involve or impact the education department

Under the supervision of the Executive Director, the **Duties and Responsibilities as the Communications Coordinator** include:

- Maintaining and growing the organization's following on social media sites, including (but not necessarily limited to) Facebook, Twitter, Instagram, and LinkedIn
- Overseeing the WWP donor management system
- Overseeing social media fundraising campaigns and online advocacy (Change.org)
- Managing and developing e-mail marketing, specifically quarterly newsletters
- Daily management of and updates to the WWP website (www.walden.org) home page and to create current revolving content (including a regular site-based blog) and integrate organization's social media with web content
- Assisting with designing and updating on-line promotional materials
- Assisting in record maintenance, correspondence and activities that involve engagement with the public

Job Requirements and Qualifications:

- Interest in learning about Thoreau and coordinating programs based on his principles that inspire social action and environmental protection
- Experience and confidence facilitating educational programs (in a formal or informal setting); experience developing educational programs/lessons a plus

- Familiarity with current social media trends and fluency with the full range of social media platforms
- Excellent written and oral communication skills
- Ability to work collaboratively in promoting the goals and objectives of the organization
- Ability to take initiative and work independently
- Experience with a donor management platform; familiarity with Network for Good a plus, but not required
- Experience updating web content; familiarity with WordPress a plus, but not required
- Ability to use Microsoft Office products

Preferred start date is in mid-May. This position is full-time and benefits eligible, with generous paid time off. Salary range is in the low-mid 40's.

To apply, please send a resume and thoughtful cover letter to Whitney Retallic, Director of Education, at whitney.retallic@walden.org. Please put "Education/Communications Position" in the "Subject" line. Application review will begin in mid-March. Interviews will begin in late March or early April.