



## Communications & Outreach Manager

**Type:** Full-Time, Non-Exempt

**Compensation:** \$42,500-47,500 annually + benefits

**Location:** 75% remote (*temporary*), 25% field-based

Baltimore Tree Trust, the leading community forestry nonprofit in Baltimore City, seeks a full-time Communications & Outreach Manager to join its Remington-based team. This position will report directly to the Chief Operating Officer and will be responsible for crafting effective engagement strategies for the organization while serving as a key ambassador within our target audiences and peer networks. The ideal candidate for this position will be a creative and intuitive design thinker who is comfortable working independently, as well as leading collaborative partnerships. This individual will also possess an enthusiasm for the Tree Trust's mission and embrace the power of positive messaging, engaging social media, and authentic storytelling to highlight the transformative impacts of our work.

The Communications & Outreach Manager's responsibilities include, but are not limited to:

### Communications (50%)

- Lead social media initiatives including developing and updating content and administering social media sites with a goal to increase followers and overall community engagement
- Update and manage content for the Tree Trust's website
- Use analytics to improve the Tree Trust's website and social media campaigns
- Work with the development committee to oversee the creation of marketing and promotional materials including the annual report, fact sheets, impact statements, and monthly e-newsletters
- Build relationships with media contacts and maintain press contact information
- Write press releases and coordinate media coverage to publicize the Tree Trust's mission and work

### Outreach (50%)

- Coordinate with the Director of Community Forestry to identify and nurture key community relationships, laying the foundation for successful project implementation
- Represent the Tree Trust in community meetings to share information, recruit volunteers, and connect residents to our tree care resources
- Lead the creation of slide decks, tutorials, and other education materials for general use
- Manage and oversee a growing seasonal calendar of volunteer workdays, tabling events, educational series and other public relations activities
- Communicate regularly with volunteers, staff, neighborhood stakeholders, and other interested parties regarding the Tree Trust's programs and services; field and respond to public inquiries in a friendly and timely manner

### Qualifications

- Bachelor's degree in a related field, or equivalent combination of education and experience



# BALTIMORE TREE TRUST

- 2+ years of professional experience working in a communications, marketing, public relations, volunteer coordination or community organizing role
- Excellent customer service skills
- Proficient writing/oral communications skills, as well as an understanding of digital editing, branding, and marketing techniques
- Experience managing professional social media/networking accounts
- Demonstrated ability to work independently and as part of a team
- Strong organizational skills and the ability to juggle multiple projects at once
- Proficiency with Adobe Creative Cloud, G-Suite and Microsoft Office products

## *Additional Preferences*

- Experience in a fast-paced nonprofit setting
- General knowledge in the areas of ecology or natural sciences
- Competency using DonorPerfect, Constant Contact, and/or other CRM software
- Strong familiarity with Baltimore City neighborhoods

## How To Apply

1. Please complete Baltimore Tree Trust's [brief online application](#).
2. Submit a copy of your cover letter, resume, and **three** creative writing samples (including articles, blogs, or social media posts) to [info@baltimoretreetrust.org](mailto:info@baltimoretreetrust.org)

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## Who We Are

Since its founding in 2008, Baltimore Tree Trust has been on a mission to equitably increase and conserve the city's tree canopy so that all Baltimoreans can share in the benefits of a healthy living environment. As a 501(c)(3) nonprofit organization proudly directed by leaders of diverse backgrounds, our approach to this challenge underscores the deep connections between public health, economic development, and community enfranchisement. By seeking out uncommon partnerships, spearheading community-scale greening efforts, and providing valuable job skills to a marginalized workforce, we are committed to a vision of a strong "green jobs" sector and universal access to nature in Baltimore City. To date, our volunteers and operations team have planted and maintained more than 12,000 trees in mostly underserved areas of our city. For more information, visit [www.baltimoretreetrust.org](http://www.baltimoretreetrust.org).

*Baltimore Tree Trust is an equal opportunity employer, drug free workplace, and compliant with all ADA regulations. We are committed to building a team that represents diverse backgrounds, perspectives, and skill sets.*