Digital Communications Coordinator

Friends of the Rappahannock

About Us
Friends of the Rappahannock (FOR) is a 501c3 watershed protection organization. FOR works to be the voice and active force for a healthy and scenic Rappahannock River. We accomplish this through three program pillars: advocacy, restoration, and education.

Friends of the Rappahannock is an equal opportunity employer and does not discriminate based on race, color, religious creed, gender, national origin, ancestry, marital status, age, sexual orientation, or disability. We are inclusive. We believe diversity drives innovation. We are always growing our partnerships and believe it takes a watershed to make a difference. We strongly encourage applications from People of Color, LGBTQ+ people, and those who are members of other marginalized communities.

Position Description
The primary role of this position is to support and develop external communications for Friends of the Rappahannock (FOR) and its affiliated programs and partnerships, including the Rappahannock River Roundtable, York and Small Coastal Basins Roundtable, Rappahannock Conservation Nursery, and the York River Steward. This position is responsible for communicating FOR's mission, programs, and organizational priorities to a broad range of audiences.

The Digital Communication Coordinator works across all areas of the organization, including but not limited to Advocacy, Restoration, Education, and Fundraising, to translate complex environmental issues and program work into clear, engaging, and accessible communications. The position supports the organization's digital presence, media communications, and visual identity.

The successful candidate will work closely with the Communications Manager to develop compelling content that builds awareness, strengthens relationships, encourages action, and advances the mission of FOR and our affiliated programs.

DUTIES

This full-time position is 32 hours per week and is based out of our Fredericksburg Office. This position will support the FOR Communications Manager, FOR program staff, and Roundtable partners with a variety of communications and digital marketing tasks and activities. This position offers opportunities for advancement, depending on the candidate's performance.

Website:

- Support and update content on website event pages for FOR and Roundtables
- Maintain current grant and funding opportunities on the Roundtable websites
- Update the Roundtable websites' partner resources page with new publications, reports, Maps, and other resources
- Support and update content on the York River Steward website

Social Media:

- Create the content for posts, reels, and stories for FOR's socials (Facebook, Instagram, LinkedIn, Threads) based on events, programs, or specific educational, advocacy, or development campaigns.
- Monitor the Roundtable (York and Rappahannock) social platforms (Facebook, LinkedIn, Instagram) and contribute content created by partners, Roundtable events, and programs or educational initiatives.
- Support content creation and engagement for the Rappahannock Conservation Nursery socials (Facebook and Instagram)
- Develop and maintain paid advertising for both FOR programs & events and Roundtable partner events, opportunities, and other posts

Email Communications

- Coordinate with the Rappahannock River Roundtable advisory board and Roundtable coordinators to develop and circulate a bi-monthly Roundtable email newsletter
- Coordinate with the York River Steward and York River and Small Coastal Basins Roundtable board to develop and circulate a monthly Roundtable email newsletter
- Collaborate with Communications Manager to develop semi-monthly email communications for FOR that include upcoming events, programs, and highlights of past/upcoming programs. This may also include the occasional advocacy alert or development appeal.

Position Requirements:

- Strong organizational and time management skills, with the ability to manage multiple projects and deadlines.
- Excellent written and verbal communication skills.
- Comfortable using Lightroom, Illustrator, Photoshop, and other Creative Suite programs; Canva, Mailchimp, Meta Business Suite, and Google Suite.
- Work in person out of the Fredericksburg office 2 days per week for collaboration with the Communications Manager and staff.

Preferred Capabilities:

- Background in environmental or conservation, or worked as a communicator for an environmental or conservation organization, natural resources agency, or similar.
- Able to occasionally go into the field to record or photograph programs, events, or additional content.
- Experience organizing, planning, and developing digital content.

Compensation and Benefits:

This is a full-time, hourly position starting at $22-25/hour. To qualify for full-time benefits, an average of at least 32 hours/week must be met. Full-time benefits include paid time off, paid holidays, health care reimbursement for qualified expenses, paid short- and long-term disability insurance, paid basic life insurance with an option to upgrade, and an optional retirement program with matching organization contribution up to 3%.

Interested? Please send your resume, writing, and digital content samples to Carleigh Starkston, Communication Manager, at carleigh.starkston@riverfriends.org