

Marketing & Communications Coordinator

About Us

Bonnyvale Environmental Education Center (BEEC) is a nonprofit nature center in southern Vermont dedicated to connecting people of all ages with the natural world. Through hands-on environmental education programs, community events, and stewardship of our trails and habitats, we inspire a deeper understanding and appreciation of the environment.



Position Overview

We're seeking a creative and strategic Marketing and Communications Coordinator to amplify our mission, grow our visibility, and strengthen connections with our community. This person will manage internal and external communications, oversee digital and print marketing, and support fundraising and program outreach.

Key Responsibilities

Marketing & Branding

- Develop and implement a cohesive marketing strategy aligned with our mission and goals
- Maintain and evolve the organization's visual identity and messaging
- Design or oversee the design of flyers, brochures, signage, and other collateral

Digital & Social Media

- Manage the organization's website (WordPress or similar), ensuring content is current and engaging
- Plan and create content for social media platforms (Instagram, Facebook, etc.)
- Monitor analytics and engagement metrics, using insights to refine strategy

Email & Print Communications

- Write, design, and send regular e-newsletters to our supporters
- Create compelling content for annual appeals, event invitations, and donor updates
- Help craft and share stories of impact from our programs and participants

Media & Public Relations

- Build relationships with local media outlets and pitch stories to increase visibility
- Write and distribute press releases for events, milestones, and newsworthy initiatives
- Represent the center at public events as needed

Collaboration & Support

- Work closely with program staff to promote seasonal offerings and special events
- Partner with development staff or consultants on fundraising campaigns and donor stewardship
- Coordinate with photographers, videographers, graphic designers, and/or volunteers as needed

Preferred Qualifications

- 2–5 years of experience in marketing, communications, or a related field (nonprofit or environmental background a plus)
- Strong writing, editing, and storytelling skills
- Proficiency with Google Workspace, social media platforms (Facebook, Instagram), email marketing tools (Constant Contact), and website CMS (WordPress)
- Graphic design experience preferred (Canva, Adobe Creative Suite, InDesign)
- Organized, self-motivated, and able to manage multiple projects and deadlines
- Passion for nature, environmental education, and community engagement.
- Light hearted energy, team-player, comfortable with ambiguity

Compensation & Benefits

- This is a part time salaried position, an average of 20 hours per week job that pays in the range of \$20-25
- Flexible schedule and hybrid work options, but there is mandatory in person attendance at weekly staff meetings and an expectation for in-office, collaborative work
- Paid time off, holidays, and professional development opportunities
- Work in a beautiful natural setting with a mission-driven, supportive team

To Apply

Send a cover letter and resume to jobs@beec.org

BEEC is an equal opportunity employer, striving for a diverse workplace. We encourage all qualified candidates to apply. For more information about BEEC and what we do, visit BEEC.org

Bonnyvale Environmental Education Center

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