



23998 Corkscrew Road
Estero, FL 33928
239/657-2253
crewtrust@crewtrust.org

Communications Strategist Job Description

The Communications Strategist (CS) will work as an integral part of the CREW Land & Water Trust team to help make people aware of our nonprofit and the CREW Project by enhancing the public's enjoyment of CREW through communication, teaching and interpretation. The CS will set and guide the strategy for all communications, website and public relations to articulate the CREW Trust's mission. The CS is responsible for the day-to-day development, coordination and execution of programs and projects, and will be working closely with other staff, volunteers, educators and others. The CS will also assist with other related duties to ensure the sustainability of the CREW Trust.

Examples of Duties

Communications

1. Develop, implement and evaluate and maintain a communications plan
2. Manage the development, distribution and maintenance of all print and electronic information including, but not limited to newsletters, brochures, website, blogs and social media
3. Maintain CREW Trust domain registration and URL mapping contracts
4. Write monthly, quarterly and annual Public Use reports for CREW trail use
5. Present at CREW Executive Committee and Trustees meetings
6. Maintain listing on Visit Florida, LCVCB and CCVCB, FGCU sites and others
7. Maintain media contact lists
8. Manage all PR on our programs, special events and fundraisers
9. Manage monthly email newsletter
10. Answer inquiries pertaining to our programs, registration, cancellations, refunds, etc
11. Work with Education Coordinator to maintain all registration pages for CREW programs and events.

Volunteer Management

1. Act as Volunteer Coordinator
2. Maintain volunteer handbook
3. Maintain all records via volunteer management system (e.g. TrackitForward)
4. Coordinate, schedules, tasks and materials needed
5. Prepare monthly volunteer reports for SFWMD
6. Arrange for volunteer to meet with other CREW partners (e.g. SFWMD, FWC, Collier County, etc) as directed by the Executive Director to plan and carry out tasks to be completed



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7. Design and facilitate volunteer training sessions
8. Maintain communication with volunteers to assess their needs and to communicate tasks
9. Develop and maintain a volunteer recruitment and retention program

Outreach – Off-site

1. Coordinate interns/volunteers to attend and staff CREW display at public outreach events
2. Present to community organizations, schools, etc.
3. Maintain a FAQ sheet and best practices for tabling for volunteers at outreach events
4. Prepare and maintain outreach display board, handouts and artifacts for CREW outreach events

Environmental Education

1. Coordinate Strolling Science Seminars and specialty walks and programs for each season
2. Assist with design, schedule and lead interpretive guided walks/field trips
3. Write grants and grant reports for education and outreach materials and program funding

Other Public Use

1. Collect monies from Iron Rangers weekly and maintain records
2. Assist to maintain condition of campsites
3. Assist to maintain brochures, maps, etc. and trailhead kiosks
4. Assist to collect trail counter data and change lock combinations

Fundraising & Special Events

1. Assist Executive Director with tasks necessary to facilitate two major annual fundraisers: CREW Concert & Silent Auction and CREW Stanley Hole Golf Tournament, including designing flyers and sponsor forms, press releases, creating and implementing communication plans, online ticket sales, etc.
2. Assist Executive Director with planning, design, and implementation of all members-only events

Other

1. Maintain member/volunteer database and input and manage donations and memberships
2. Assist our FWC and SFWMD partners as directed by Executive Director
3. Other related duties