



**ALLEGHENY
LAND TRUST**

OUTREACH SPECIALIST EMPLOYMENT OPPORTUNITY

Title: Outreach Specialist

FLSA Status: Non-Exempt, Part Time (up to 20 hours/week)

Office Location: Sewickley, PA / Hybrid

Division: Development & Marketing

Reports To: Senior Director of Marketing & Community Engagement

Application Deadline: April 4, 2025 at 5 p.m.

Targeted Start Date: April 21, 2025

About Allegheny Land Trust

Join a dynamic team at Allegheny Land Trust (ALT), a 501(c)(3) nonprofit founded in 1993 in response to the rapidly declining amount of green space in Allegheny County. ALT has protected 3,800 acres to preserve our region's unique natural beauty, provide accessible outdoor recreational opportunities, improve water quality, sustain biodiversity, and enhance the overall quality of life for all. Our strategic priorities include land protection, land stewardship, community conservation, and environmental education. Learn more and read our current strategic plan at alleghenylandtrust.org.

Why Work With Us

At ALT, we believe in fostering a positive and inclusive work environment. Join us for a fulfilling career featuring:

- **Work-Life Balance and Flexibility:** Enjoy a supportive work culture that values your well-being. Benefit from flexible schedules and a hybrid work environment, allowing you to achieve an optimal work-life balance.
- **Professional Development:** Thrive in your career with our commitment to continuous learning. We provide professional development plans for each employee, ensuring growth and success.
- **Generous Benefits:** Receive excellent benefits, including ample paid time off and a retirement plan with employer contribution.
- **Diversity, Equity, Inclusion, and Accessibility (DEIA):** Be a part of an organization that actively promotes diversity, equity, inclusion, and accessibility. We embrace and celebrate the unique perspectives and backgrounds of our team and the communities where we work.
- **Positive Work Culture:** Join a team that values collaboration, celebrates successes, and supports one another. We believe in creating an environment where everyone feels valued and appreciated.



Position Summary

Allegheny Land Trust's (ALT) Outreach Specialist will execute actions directed at engaging potential, new, and existing ALT members by promoting mission-driven activities and messaging through print and digital media as well as through in-person engagement at community events.

The specialist will promote organizational activities, initiatives, advocacy, and events and prepare the materials associated with outreach events. They will create print and digital marketing pieces, post promotions to digital outlets (social media, web, etc.) and physical locations (community gathering places, green spaces, etc.), and engage in innovative communications and coordination with communities where ALT is active.

As a member of the organization's team, this staff member will gain an understanding of ALT's mission, vision, values, and programming, and learn how to connect that with various community leaders and hubs to advance ALT's mission in the greater Pittsburgh region.

Duties And Responsibilities

SOCIAL MEDIA

- Expand ALT's influence through proactive and reactive content creation and engagement to identify ALT as a regional expert in its strategic priorities.
- Develop and maintain a proactive quarterly social media calendar to advance organizational storytelling and attain new members/event attendees.
- Reactively produce content regarding ALT initiatives and/or referencing trends to maintain an engaged audience.
- Maintain up-to-date accounts on ALT's main outlets: Facebook, Instagram, LinkedIn; explore expansion to YouTube, BlueSky, and TikTok.

COMMUNITY OUTREACH EVENTS

- Represent ALT at a variety of in-person, seasonal community outreach events in our active project areas on occasional nights and weekends.
- Organize, coordinate, and gather ALT materials needed for outreach events.

CONTENT CREATION AND COORDINATION

- Utilizing ALT's branding guide and templates, create content for website, documents, social media platforms, and presentations.
- Develop and maintain quarterly calendars for social media, tabling, and other outreach activities to advance mission and events.
- Assist in capturing and organizing photo and video content.

DIGITAL OUTREACH [WEBSITE, ETC.]

- Assist in updating website pages, events, etc. as needed via WordPress.

Working Conditions

Travel Requirements: This role entails travelling by automobile to off-site events, meetings, and activities during weekdays, and occasional evenings and weekends. Additionally, there may be occasional participation in outdoor activities such as hikes and outdoor service projects, which may require walking on uneven terrain, using hand tools or carrying up to 20 pounds.

Remote Work and Home Office: ALT values the importance of work-life balance and efficiency. We offer employees the flexibility of a pre-approved hybrid schedule. For remote



work, we expect reliable electricity and internet connections in a distraction-free environment.

In-Office Work: ALT maintains an office space located in Sewickley, PA. Our semi-open office concept fosters a collaborative environment, encouraging interdepartmental conversations, all-staff meetings, and social gatherings in a comfortable setting.

Reporting Relationships: The Outreach Specialist will work on the Marketing & Development Department team and report to the Senior Director of Marketing & Community Engagement.

Qualifications

1. Knowledge of communication platforms and 1-3 years' experience in a communications role.
2. Prior professional experience posting and promoting original, engaging content on social media.
3. Familiarity with Adobe Products (InDesign, Photoshop, and Illustrator), Canva, and/or similar.
4. Knowledge of alternative text writing to support accessibility initiatives.
5. Excellent verbal and written communications skills for writing social media posts, website content, print copy, and in-person presentations.
6. Ability to travel by automobile or reliable transportation to office, meetings, events, and ALT properties. Must hold and maintain a valid driver's license.
7. Comfortable using Microsoft products (i.e. Word, Teams) and adapting to new project management software.

Compensation And Benefits Package:

The compensation for this position is \$20.00/HR based on a salary of \$21,000/year.

ALT is a mission-focused nonprofit organization that conserves and cares for local land for the health and well-being of current and future generations. We achieve this mission by recruiting and retaining highly skilled and passionate team members through a competitive compensation and benefits package.

Salaries are benchmarked to remain competitive in the marketplace. Generous paid time off includes up to 5 vacation days, 6 sick days, 11 paid holidays, and a winter break at the end of December. ALT promotes a healthy work-life balance, so we strongly encourage staff to step away for family vacations, doctor's appointments, school activities, and community volunteering.

A retirement plan with up to 3% employer contribution is available after one full year of employment.

Benefits are supported by individual professional development plans created by each employee and a generous professional development budget for each team member to develop their own personal skills and goals. Allegheny Land Trust is focused on the mental, physical, and overall well-being of our team, and we represent that in the benefits we offer.



Equal Opportunity Employer (EOE)

At ALT, we are dedicated to fostering a workplace that reflects the diversity of the communities we serve. We actively encourage applications from individuals of all backgrounds, experiences, abilities, and perspectives. We believe that a diverse and inclusive team fosters innovation, creativity, and success.

We do not discriminate against any employee or applicant based on race, color, national or ethnic origin, religion, age, sex, handicap, pregnancy, sexual orientation, gender identity, or any other characteristic protected by applicable laws. We celebrate the unique qualities each team member brings to our organization and strive to provide an inclusive environment where everyone feels valued and respected.

Our commitment to diversity, equity, access, and inclusion extends beyond our hiring practices. We continually seek to create an environment that promotes fairness and equity at all levels of our organization. We actively support individual and organizational advancement of DEIA initiatives within our workspace and ALT properties and projects.

Join us in our mission to conserve green spaces, foster environmental stewardship, and build a workplace that reflects the richness of our diverse community. If you share our commitment to creating positive change, we invite you to apply and contribute to our dynamic team.

To Apply

Ready to make a positive impact? Apply to be a part of our team by submitting a cover letter and resume to Lindsay Dill at ldill@alleghenylantrust.org by April 4, 2025 at 5:00 p.m. Cover letters should respond to the position responsibilities and qualifications presented in the job posting. Specifically, within the cover letter, please share examples of your outreach work. Applications will be considered on a rolling basis. Applicants may be asked to complete a Predictive Index assessment or similar workplace evaluation.