Rockbridge Conservation

Membership & Communications Specialist

Job Description, 2026

Rockbridge Conservation seeks a part-time Membership & Communications Specialist to maintain member and donor records, produce engaging communications, and support reliable office operations. Reporting to the Executive Director, the Specialist works with staff, board members, committee leaders, volunteers, and community partners to connect the community with Rockbridge Conservation's programs, accomplishments, and opportunities to participate and give.

Our mission is to promote and enhance the protection, sustainable use, and stewardship of our community's natural and cultural resources.

Employment Terms:

- Membership & Communications Specialist; reports to the Executive Director.
- Part-time, 20 hours per week.
- $15-$24 per hour, depending on relevant experience. No benefits.
- In-person (Lexington, VA) and remote-work hybrid, to be agreed upon with the Executive Director.
- Occasional evening and weekend work, scheduled within the position's weekly hours.

Duties & Responsibilities:

The Executive Director and Specialist will establish priorities and a realistic schedule within the position's 20 weekly hours. Recurring membership, donor acknowledgment, and communications deadlines will take priority. Additional projects and event support will be scheduled according to available time. When priorities change, the Executive Director and Specialist will agree on which work to defer.

Membership:

- Membership Databases: Maintain accurate, up-to-date member and donor records
- Manage the intake of donations and the creation and distribution of acknowledgements and thank-you letters.
- Provide monthly membership giving reports to the Executive Director and the Advancement Committee.
- Work with the Executive Director and Advancement Committee to develop strategies to meet membership goals.
- Prepare and distribute membership renewal, fundraising, and donor stewardship communications in coordination with the Executive Director and Advancement Committee.
- Perform other related duties within agreed priorities and scheduled hours.

Communications & Events

- Coordinate content and publication schedules with the Executive Director and relevant contributors; obtain approval for public statements and fundraising messages before distribution.
- Physical Mail: Create and edit physical mail (letters, envelopes, etc.); manage third-party printing; manage postage (bulk mailings, etc.).
- Email: Create and edit content; publish the digital twice-monthly Eco-Calendar and other email newsletters.
- Social Media: Create and edit content and content calendar (posts, events, photos); Community management (monitor and respond to comments and messages).
- Website: Create and edit content; maintain calendar of events; other updates as requested.
- Community Calendars: Create, edit and post content to community calendars (Chamber Weekly, W&L Campus Notices, etc.)
- Local Media: Create and submit press releases and events to local media outlets; create and edit ads for print, etc.
- Other Publicity: Create, edit and publish organizational informational literature, create and edit presentations, etc.
- Event support, as needed, for events (Community Cleanup, Rockbridge Community Festival, Annual Meeting, etc.).
- Perform other related duties within agreed priorities and scheduled hours.

Administration:

- Coordinate donation deposits and fund coding with the Executive Director, Treasurer, and Bookkeeper.
- Check the PO Box at least twice weekly and route mail to the appropriate staff or board member.
- Maintain organized, accessible current records in Google Drive and safeguard confidential member and donor information.
- Digitize and organize historical records through projects scheduled with the Executive Director.
- Perform other related duties within agreed priorities and scheduled hours.

Qualifications:

- Required:
    - Demonstrably strong writing, editing, and proofreading skills.
    - Strong organizational skills, attention to detail, and reliable follow-through.
    - Ability to maintain accurate member, donor, and financial tracking records and handle confidential information responsibly.
    - Comfort using Google Workspace, including documents, spreadsheets, and shared files, and learning new digital tools.
    - Clear, respectful communication and the ability to work independently and collaboratively with staff and volunteers.
    - Ability to manage competing deadlines and adjust priorities with guidance.
    - Commitment to Rockbridge Conservation's mission.
- Preferred:
    - Experience with membership or donor databases.
    - Experience producing email newsletters in Mailchimp or a similar platform.
    - Experience managing Facebook and Instagram accounts.
    - Basic graphic design, photography, and website content-editing skills.

- Experience in nonprofit administration, communications, membership, or fundraising support.
- Relevant experience may come from employment, volunteer work, education, or a combination of these. A college degree is desirable but not required.

How to Apply

Please send your résumé, a brief sample of your writing produced in a professional context, and a brief statement describing your interest and relevant experience to director@rockbridgeconservation, with "Membership & Communications Specialist" in the subject line.

Applications received by December 15, 2026, will receive priority consideration. Applications will continue to be accepted until the position is filled.

For questions about the position or assistance with the application process, contact Jamie Goodin at director@rockbridgeconservation.org.