



Communications Specialist

Full-time

Job Description

Position Title: Communications Specialist

Employment Type: Permanent, Full-Time

Hours: Monday – Friday

Location: Jefferson City, Missouri

FLSA Status: Exempt

Application Deadline: Accepting applications until position is filled

About the Missouri Conservation Heritage Foundation

The Missouri Conservation Heritage Foundation (MCHF) is a nonprofit 501(c)(3) founded in 1997 to support conservation and appreciation of Missouri's natural resources. MCHF allocates funds to key priorities of the Missouri Department of Conservation and other related organizations. Governed by a volunteer board of conservation, community, and business leaders, MCHF operates with integrity, collaboration, and innovation. We're committed to excellence, transparency, and the continued growth of our Foundation.

Position Summary

The Communications Specialist plays a key role in advancing the mission of the Missouri Conservation Heritage Foundation by developing and executing strategic marketing and communication initiatives. This position is responsible for creating compelling content, managing campaigns, and supporting fundraising efforts through effective storytelling and outreach. The Communications Specialist collaborates across departments to plan and promote events, engage donors, and strengthen the Foundation's presence through digital platforms, social media, and community engagement. This role combines creativity, organization, and relationship-building to drive awareness and support for conservation in Missouri. The Communications Specialist works under the general direction of the Executive Director and receives guidance from the Director of Development and Director of Administration.

Duties and Responsibilities

- Develop and execute an annual comprehensive marketing communication plan adhering to budgets and revenue goals.
- Promote the Mission of the Missouri Conservation Heritage Foundation by creating compelling content for our audiences.
- Develop and execute strategies for annual solicitations, campaigns and appeals. Provide support to multiple giving appeals throughout the year, creating timelines, and helping to create compelling material to ensure successful direct mail and digital fundraising results are achieved.
- Assist in planning, coordinating, executing, implementing and evaluating all events, both large and small, to meet revenue goals.
- Aid the Development Department in donor stewardship activities including acknowledgment letters, sponsorship and advertisement opportunities, and creative recognition to acquire and grow giving.
- Prepare printing and mailing timelines, content and technical assistance to the Development Department.
- Prepare and analyze reports on campaigns, appeals, and other fundraising activities and events to track progress, enabling timely adjustments to achieve organizational goals.

- Provide support to all departments in their marketing and advertising needs. Assist in obtaining bids, schedules, budgets and contracts for advertising and marketing needs.
- Attend events and represent the Foundation during community projects and at public, social, and business gatherings.
- Act as event liaison between the organization and vendors, donors, participants, etc.
- Assist in developing concepts and designs, and coordinate mailings of promotional materials and invitations, and logistical planning.
- Support coordination of social media platform marketing to include Facebook, YouTube, Instagram, and website content.
- Manage MailChimp
- Develop and maintain an extensive network of contacts, both internal and external.
- Develop and monitor bi-monthly newsletter and other email campaigns by leveraging Mailchimp tools and analytics.

Event Support

- Coordinate Event Communications - develop and distribute event-related communications, including invitations, reminders, and updates across email, social media, and other channels.
- Manage On-Site and Off-Site Messaging to ensure consistent branding and messaging before, during, and after the event through social posts, and live updates.
- Assist with developing messaging materials and digital content to promote the event.
- Willingness to travel in-state and work a flexible schedule, including occasional evenings and weekends, to support Foundation events (approximately 4 events per year).

Teamwork Drives Our Culture

We cultivate a team-oriented environment grounded in respect, open communication, and shared purpose. Our staff works closely across all areas of the Foundation, valuing diverse perspectives and upholding our mission with integrity and mutual trust.

This job description is not designed to cover a comprehensive listing of duties or responsibilities that are required of the employee for this position. The employee may be asked to assist the MCHF team with other duties.

Qualifications

- Bachelors degree in marketing, public relations, or other work equivalent experience.
- 2-3 years' experience communication, fundraising, campaigns and appeal planning.
- Excellent writing, editing, proofreading and speaking skills.
- Strong computer skills including Microsoft Office and PowerPoint.
- Email marketing platform (Mailchimp).
- Experience using Adobe Creative Cloud (Premiere Pro, Photoshop, InDesign, Illustrator) helpful.
- Skilled in social media management across Facebook, Instagram, and YouTube; familiarity with Raiser's Edge and WordPress is a plus.
- Outstanding interpersonal and communications skills characterized by the ability to listen, speak, and write well.
- Ability to work independently; highly organized, self-starter with good interpersonal, problem-solving, and analytical skills.
- Enthusiasm for nonprofit fundraising and willingness to proactively seek best practices and original ideas.
- Ability to manage confidential information with discretion and tact.
- A passion for conservation, the natural environment, and a deep commitment to MCHF's mission and donors.
- Donor Database experience is helpful but not required.
- Positive Attitude; sense of humor.
- Valid driver's license required.

Work Schedule and Compensation

- Full-time position; Monday – Friday (40-hours per week).
- Competitive salary based on experience and market standards.
- Monthly Health Care Stipend.
- Paid state and federal holidays.
- Paid leave time.
- Flexible schedule.
- While primarily on-site, this position allows for some tasks to be performed remotely.

Application Instructions

To apply, submit your resume to: Kim.becker@mochf.org

Application Deadline: Open until filled

Thank you for considering a career with the Missouri Conservation Heritage Foundation—we appreciate your interest and look forward to the possibility of working together to make a difference for conservation in Missouri!

Get to Know Us:

The Missouri Conservation Heritage Foundation (MCHF) is a nonprofit 501(c)(3) organization established in 1997 to advance conservation and foster appreciation of Missouri's natural resources. MCHF partners with donors and conservation organizations to support the mission and priorities of the Missouri Department of Conservation at the state, national, and international levels. MCHF invests in initiatives that help Missourians enjoy the outdoors in both urban and rural settings. Governed by a volunteer board of directors composed of conservation, community, and business leaders, MCHF has raised and invested more than \$27 million in conservation projects.

Learn more at mochf.org.

Equal Opportunity Statement: *The Missouri Conservation Heritage Foundation is an equal opportunity employer. We do not discriminate based on age, gender, race, ethnicity, religion, veteran status, disability, political affiliation, or sexual orientation.*

Date: November 12, 2025