

May 15, 2026



**The Last Green Valley is Seeking
a Communications & Marketing Specialist**

The Last Green Valley is seeking a Communications and Marketing Specialist to be our primary storyteller. The position will plan, create and implement all organizational digital and print communications, including all social media feeds, our member magazine *In Touch*, our monthly member and partner emails and more. This role also determines how a small promotions budget is utilized and is a central member of the TLGV team promoting all aspects of our non-profit operations. We have a lot of stories to tell!

The Communications and Marketing Specialist is responsible for creating and implementing strategies that convey TLGV's message to its audience across platforms. This involves content creation, media relations, campaign execution and social media and website management.

The Last Green Valley is two things — it's the 35-town National Heritage Corridor in eastern Connecticut and south-central Massachusetts, and it's also a member-supported, non-profit organization working to conserve the natural, historic and cultural resources of the Corridor. The Last Green Valley National Heritage Corridor is green by day and dark by night, a place with a rich history in a surprisingly rural landscape. With 84 percent forest and farmland, the Corridor is the last swath of dark night sky in the coastal sprawl between Boston and Washington, D.C.

The Last Green Valley, Inc. (TLGV) is a 501(c)(3) non-profit charitable organization established in 1995. As caretakers, TLGV connects people with the abundant and diverse natural, historical and cultural resources within the Corridor and advocates to sustain the region's legacy for future generations.

The successful candidate will take TLGV's voice to the next level, furthering the organization's role as a trusted provider of information and education about the National Heritage Corridor. The candidate will be willing and able to work with TLGV staff and partners in diverse settings, including outdoors and throughout the geographic area of the Heritage Corridor, to create educational and entertaining content that will extend TLGV's reach to new audiences.

The successful candidate will have a positive, upbeat attitude and believe in TLGV's mission and values. They will be a problem-solver, adaptable and able to work independently as well as part of a team and have a strong desire to learn about TLGV's diverse work areas, translating that knowledge to the community.

Strong interpersonal skills, excellent communication skills, close attention to detail, accuracy and confidentiality, a strong ability to plan, manage and track multiple projects, and a professional demeanor are a requirement of the role.

This is a full-time, in-person 35-hour per week position. The working schedule is variable depending on TLGV's programs and work schedule, however the office is open Monday thru Thursday. The salary range for this position is \$50,000 to \$65,000 and commensurate with experience. In addition to the salary, the position offers paid federal holidays, paid vacation, employer-sponsored health insurance and a SIMPLE IRA 3% match. The Communications and Marketing Specialist will be hired by and reports directly to the Executive Director.

Responsibilities

- Develop and implement communication strategies that align with TLGV's goals in both print and digital platforms.
- Create engaging visual and written content for marketing campaigns and an array of digital and print platforms.
- Manage media relations and act as a point person for TLGV communications when necessary.
- Oversee the planning and execution of marketing campaigns.
- Ensure consistent internal and external communications.
- Collaborate with designers on TLGV publications and marketing materials.
- Monitor the effectiveness of communications and marketing strategies and report on KPIs and adjust those strategies as needed.
- Understand shifting and emerging communication needs of both TLGV's current and future members, partners and supporters.
- Maintain and update TLGV's website.
- Manage TLGV's promotions budget.
- Ensure the array TLGV's work areas and wide geography is represented in our communications strategies.

Minimum Qualifications

- A bachelor's degree in journalism, communications, marketing or a related field.
- Three+ years of experience in a professional office setting, or some combination of education and experience required for this position.
- Proven expertise in social media management and content creation.
- Experience creating and managing website content.
- Excellent written and verbal communication skills.
- Ability to plan, shoot and edit video for multiple formats, including YouTube.
- Strong photography skills.
- Experience with media relations and press release management.
- Ability to manage multiple projects and timelines to meet deadlines.

- Expertise with the Adobe Creative Suite or similar software and Microsoft 365.
- Interest in TLGV's work areas.

Preferred Qualifications

- Graphic design skills appreciated but not required.
- Experience creating environmental, conservation, agriculture and/or history related content a plus but not required.
- Experience with Salesforce or similar CRM.
- Experience with email communication systems, such as Constant Contact, and other CMS platforms
- Experience with Google Ads

To apply: Please provide a cover letter, resume, three samples of your work, three references and your salary requirements **by email to Francesca Kefalas at fran@tlgv.org by June 18, 2026.** No phone calls please. In-person interviews will be conducted on a rolling basis in June and July. The expected start date will be in July/early August.

The Last Green Valley, Inc. is an equal-opportunity employer and does not discriminate on the basis of age, ancestry, color, creed, disability, gender, gender-related identity, marital status, national origin, race, religion, sexual orientation, veteran, or any other status protected under local, state, or federal law.