

C&O Canal Trust Position Description

TITLE: Communications Coordinator

REPORTS TO: Director of Marketing & Communications

LOCATION: **Hybrid**, in office at C&O Canal National Historical Park Headquarters in Williamsport, MD, and telework. The position requires occasional travel throughout the Park in Allegany, Washington, Frederick, and Montgomery Counties, in Maryland, and the District of Columbia.

DURATION: Permanent employee

HOURS: 40 hours a week



OVERVIEW

Are you ready to bring your energy and skills to help preserve the largest national park in the Washington, DC, region? The C&O Canal National Historical Park (NHP) runs 184.5 miles along the Potomac River from Washington, DC, to Cumberland, Maryland. It is beloved by over five million people who use it annually for recreation and the enjoyment of history and nature. Almost entirely fee-free, it is one of the most accessible and visited national parks in the nation, attracting higher annual visitation than either Yosemite or Yellowstone.

The C&O Canal Trust (Trust), the official philanthropic partner to the C&O Canal NHP, is seeking a Communications Coordinator with a passion for public lands and the nonprofit sector to execute communication strategies. The Coordinator will help increase public awareness of Trust programs and fundraising efforts, and market opportunities to get involved with the Trust communicating with a variety of audiences. We are a growing nonprofit that raises funds to preserve and protect the C&O Canal NHP and manages programs that use the Park's natural, historical, and cultural resources for recreational and educational purposes.

Our role is to engage a community of people – donors, elected leaders, business leaders, recreational visitors, and school children, who understand the value of and support this wonderful national park.

THE POSITION

The C&O Canal Trust seeks an enthusiastic, detail-oriented Communications Coordinator to assist the Marketing and Communications team with content creation, social media, email marketing, and occasional events. The Communications Coordinator will join a small—but quickly growing—nonprofit that supports the C&O Canal National Historical Park. An ideal candidate will be organized, skilled at social media management, possess strong writing dexterity, and able to work independently. This position reports to the Director of Marketing & Communications and works collaboratively with the Trust and C&O Canal National Historical Park staff.

DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities will include, but are not limited to:

- Content creation, including blog posts, newsletter articles, and press releases
- Execute and manage a social media strategy for all platforms
- Maintain promotional and content calendar across multiple channels
- Respond to questions and comments on social media and email in a timely manner
- Create and manage email marketing campaigns through Constant Contact
- Familiarity with WordPress to build new pages and update existing content on the Trust website
- Track evaluation metrics to assess success of digital strategies
- Attend C&O Canal Trust events and organize outreach with community groups, visitors, and potential Park supporters
- Assist with the development of collateral materials for events
- Assist with other Marketing and Communications team day-to-day activities
- Provide assistance to other Trust staff when needed

QUALIFICATIONS AND REQUIRED SKILLS

- Excellent writer and proofreader with ability to write according to brand standard
- Strong written and verbal communication skills
- Attention to detail
- Organized, with excellent time-management skills
- Ability to work independently, but also be a team player
- Passion for the C&O Canal National Historical Park, history, preservation, conservation, and/or local tourism
- Bachelor's degree preferred and 1-3 years of experience in a professional setting
- Proficiency in Microsoft Office Suite (required) and Adobe Creative Suite (preferred)
- Familiarity with social media formatting and scheduling tools
- Familiarity with email marketing platforms, such as MailChimp or Constant Contact
- Familiarity with content management systems (CMS) for websites
- Ability to travel within the park as needed

PHYSICAL DEMANDS AND SAFETY

Most work is performed in an indoor, office environment. Outside activities will occur with conditions varying by location and environment. You must be able to operate normal office equipment and be proficient with the Microsoft Office Suite, Google Drive, and other systems as relevant.

TRAVEL

The main work location will be at the Trust offices in the C&O Canal National Historical Park Headquarters in Williamsport, Maryland. Occasional travel to locations throughout the Park will be required. The Park includes 184.5 miles along the Potomac River and touches many communities. Mileage reimbursements are offered.

SALARY RANGE AND BENEFITS

This position is a full-time, 40-hour/week position. Annual salary is expected to be between \$40,000–\$42,000. The position is based in the C&O Canal Trust office in Williamsport, MD with a hybrid model of three in-person office days per week. Most of your hours will be worked between 9 a.m. – 5 p.m. Monday-Friday, with some weekend availability to support special events. The Trust offers a competitive benefits package including partial telework, 100 percent employer paid health insurance premiums; vacation, sick, and personal leave; 14 paid holidays; the C&O Canal Trust’s simple IRA retirement program (up to 3 percent employer matched); and a plenty of opportunities to spend time in the beautiful C&O Canal National Historical Park.

TO APPLY

Submit resume, cover letter, and writing sample to jobs@canaltrust.org by **January 15, 2024** for priority consideration. Applications will be accepted until the position is filled. To learn more about the C&O Canal Trust, please visit www.canaltrust.org.

EQUAL EMPLOYMENT OPPORTUNITY

The C&O Canal Trust is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex, or age. The Trust is committed to embracing the principles of diversity, equity, and inclusion in its work.