

**DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR
COMMUNICATIONS COORDINATOR
JOB DESCRIPTION**

Title of the position: Communications Coordinator

Reports to: Director of Advancement

Overall responsibility:

- Communicate the D&L's work to the general public through press releases, newsletters, promotional literature, social media and other means.

Key areas of responsibility:

- Manage organization's media presence and produce social media posts, volunteers recruitment materials, press releases, newsletters, and other communications media that are factually accurate with correct grammar, spelling and punctuation
- Coordinate and implement public relations programs and activities, managing the approval process for press releases and other communications materials; assist in efforts to ensure consistency of content and messaging in all mediums
- Work with subject matter experts to accurately draft, edit and distribute press releases that are grammatically correct and accurately support the D&L's mission and operations
- Manage the internal review and approval process, including obtaining senior management and (when necessary) legal approval for all communications
- Contribute to organization's Development and media relations campaigns to generate awareness for the company's brands in local, regional and national consumer and trade publications, as well as through online and broadcast media outlets
- Assist in the planning of press briefings, photo shoots, media tours, press trips and all other initiatives and events such as ribbon cuttings, exhibit openings, etc. related to public relations
- Regularly update and maintain media contact lists, editorial calendars, placement reports and other public relations databases
- Monitor the media regularly for articles and stories related to the D&L organization and programs, D&L Trail, National Canal Museum, Josiah White II and relevant related topics

Consults with:

- Executive Director
- Director of Advancement
- Director of Trails & Conservation
- Director of Museum & Education
- All levels of management (refer to chart)

Term of employment: Full- Time Exempt

Qualifications:

- Bachelor's degree in communications, history, English, journalism or related field.
- A minimum of two years' experience in communications, education and/or museum operations.

- Excellent written and verbal communication skills with the ability to obtain and present information in a clear, concise and compelling manner, in addition to being grammatically correct and mathematically accurate.
- Ability to work independently as well as with other individuals at all levels across multiple functions
- Ability to build relationships with senior level management, associates and media across the organization, sector and region
- Strong organizational skills to effectively manage multiple projects from inception to completion, adhering to deadlines, within budget and with high quality
- Understanding of the various social media channels and how to implement them in the non-profit environment
- Familiarity with cultural, industrial and environmental history of the Delaware & Lehigh National Heritage Corridor.
- Ability to perform basic computer functions, including data entry and using standard software applications (i.e., Microsoft Excel, Word, and Outlook, MailChimp etc.)
- Ability to use design software (Adobe CS) and electronic newsletter software a plus.
- Ability to support colleagues and partners.
- Ability to adapt to changing circumstances.
- Ability to work some weekends and evenings to support volunteer recruitment, public relations and special events.
- Driver's license in good standing.

Work Environment: Work is performed in a variety of places including an office and outdoor environment. Field work, some travel and exposure to dust, odors, oil, fumes and noise is to be expected. All employees are subject to an annual performance review scheduled during the fourth quarter. All employees are expected to attend a monthly staff meeting and the annual full-day staff retreat. All employees are required to act respectfully toward individual co-workers and of toward the D&L's overall organizational structure.

Salary Range: \$38,000 - \$41,000 plus benefits

The Delaware & Lehigh National Heritage Corridor, Inc. (D&L) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the D&L organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.