

**DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR**  
**POSITION ANNOUNCEMENT & JOB DESCRIPTION**  
**Community Engagement Manager**

We are searching for a **Community Engagement Manager** who will support the Delaware & Lehigh National Heritage Corridor's goals to inspire connections to regional heritage, nature and environment, health and wellness, economic development and be part of our team located in Easton.

As the **Community Engagement Manager** you will be responsible for managing and implementing strategies that mobilize people to give, advocate, volunteer and support activities along the D&L Trail and its communities from Wilkes-Barre to Bristol. The Manager will communicate the D&L's work to the general public through press releases, newsletters, promotional literature, social media and other means.

**Job Description**

- Manages strategies for engagement of people (both in and out of the workplace) in opportunities to support the D&L's goals. Includes designing, implementing and evaluating individual and community engagement services and experiences for year-round strategic engagement, including those related to focused interests, specials projects, and seasonal events and initiatives.
- Recruits/supports volunteers in implementing D&L engagement opportunities.
- Manages implementation of episodic group volunteer experiences that support community goals and the goals of corporate partners. Includes oversight assigned elements of project management.
- Manages elements of speaker/ambassador program.
- Takes advantage of community engagement-related technology processes to support partner/member relationship culture, technology software related to developing and registering volunteers for projects, hosting online meetings and sharing materials. Includes sharing data to inform development of engagement strategies.
- Manage organization's media presence and produce social media posts, volunteer recruitment materials, press releases, newsletters, and other communications media that are factually accurate and reflect the 'voice' of the organization 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

- Assist the organization's fundraising and friend-raising activities and media relations campaigns to generate awareness for the D&L 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
- Oversee and participate (as necessary) in community outreach events that support the D&L mission such as festivals, conferences, workshop, etc.
- Manage the content on the organization's website to ensure all information is up-to-date, relevant and search engine optimized.
- Manage online advertising campaign through Google Ads and sponsored posts on Facebook, Instagram and other social media outlets
- Provide regular metrics of the communication program's progress.

**Reports to:** Executive Director

**Consults with:**

- Executive Director
- Manager of Gifts & Development
- 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, social sciences 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
- Strong customer focus in all tasks and activities, even while at times under pressure.

- Solid relationship management skills enhancing internal organizational relations and external community interactions.
- Ability to work in a fast-paced environment and juggle multiple priorities, and able to react and adjust quickly to changing conditions.
- Understanding of the various 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 computer functions, including data entry and using standard software applications (i.e., Microsoft Excel, Word, Adobe Suite, Outlook, MailChimp, Google Ads, Google Analytics etc.)
- Understanding of social media platforms and engagement techniques.
- 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 and available transportation.

**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:** \$45,000 - \$50,000 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.*

**Application Information:** Qualified applicants can submit a resume and a cover letter describing their qualifications and experiences, salary requirements, and how they learned about the position to:

Delaware & Lehigh National Heritage Corridor  
2750 Hugh Moore Park Road  
Easton, PA 18024

Email: [finance@delawareandlehigh.org](mailto:finance@delawareandlehigh.org) No phone calls please