



POSITION DESCRIPTION

Title of the position: Communications Assistant

Reports to: Community Engagement Manager

Term of employment: Temporary, Non-Exempt, 20-hour week, February – July 2020

General: The Communications Assistant is responsible for assisting the Community Engagement Manager in social media, email marketing, website management, blogging, and overall content planning, development, and distribution. The position, with guidance, will plan and execute digital marketing efforts and provide support for all communication efforts. Abilities required include skills in social media, email marketing, copywriting, digital photography, and creative thinking.

Position responsibilities:

- Assist in the planning, management, and publication of social media in line with the Delaware & Lehigh National Heritage Corridor's voice and brand.
- Assist in weekly email marketing efforts, including the Along the Corridor e-newsletter.
- 1-2 monthly blogposts for DelawareandLehigh.org with fine attention to detail and search engine optimization.
- Assist Community Engagement Manager with special projects and public relations efforts, as needed.
- Research and report on social media trends, digital marketing trends, and public relations opportunities throughout the D&L Corridor.
- Monitor and work to optimize Google AdWords campaigns.
- Attend and participate in monthly staff meetings
- Other duties as assigned

Consults with:

- Executive Director
- Director, Trails & Conservation
- Director, Museum & Education
- Others as needed

Qualifications/Requirements:

- Bachelor's Degree in Communication, Marketing, Public Relations, and/or other related fields and/or commensurate experience.
- 1-2 year(s) experience in social media management.
- 1-2 year(s) experience with email marketing.
- 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.
- An eye for compelling imagery and stories.

- Photography experience preferred.
- Interest and/or prior knowledge in the Delaware & Lehigh National Heritage Corridor and/or its assets and programs.
- Experience with programs like: Microsoft Office, Adobe, WordPress, Google Ads, MailChimp, and popular social media platforms.
- General ability to work independently, collaboratively, and in a fast-paced environment creatively with attention to detail.
- Ability to adapt to changing circumstances.
- Ability to work some weekends and evenings.
- Valid driver's license in good standing.
- All employees are required to act respectfully toward individual co-workers and toward the D&L's overall organizational structure following D&L Community Values.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Work requires a variety of physical activity including standing, sitting for extended periods, walking, bending, kneeling, crouching, lifting up to 25 lbs., climbing, reaching, talking, and hearing as required. Walking is required in field conditions with uneven terrain to perform site visits and collect content.

Work Environment: The work environment described here is representative of that encountered by the employee while performing the essential functions of the job. Job duties require working in the office and outdoors along the D&L Corridor, including on the trail and on our mule-drawn canal boat the Josiah White II. The noise level in the office environment is usually moderate due to open office layout with a high level of activity on phone, computers, and printers. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

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.