



ANNOUNCEMENT OF OPEN POSITION

Title of the position:	Communications Coordinator
Location:	Delaware & Lehigh National Heritage Corridor Headquarters 2750 Hugh Moore Park Rd, Easton, PA 18042 (Expect a mix of telework and on-site work during 2021)
Reports to:	Executive Director
Type/Term of employment:	Full-time, exempt, 40 hour week
Compensation:	\$40,000 – \$47,000 annual salary plus benefits
Expected Start Date:	July 2021

HOW TO APPLY: Application deadline is 5:00pm on **Monday, June 21, 2021**. Applications should be submitted at delawareandlehigh.org/about/team/ under Employment Opportunities.

Delaware and Lehigh National Heritage Corridor helps residents of the Corridor connect with our area's rich industrial heritage and stunning natural environment. Our work empowers residents of Bucks, Northampton, Lehigh, Carbon and Luzerne counties not just to *live* in their communities, but to invest in them and become stewards of their natural and historical resources. Through education, conservation, historical preservation, and economic development, we enrich our community now and preserve our environment and history for future generations of residents and visitors.

The Communications Coordinator plays a key role overseeing the D&L brand and encouraging consistent voice. He/She/They is 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 Coordinator will communicate the D&L's work to the general public through press releases, newsletters, promotional literature, social media and other means.

The Communications Coordinator reports to the Executive Director and works collaboratively with the leadership team and all levels of management to support the Delaware & Lehigh National Heritage Corridor's goals to inspire connections to regional heritage, nature and environment, health and wellness, and economic development throughout five counties and along over 165 miles of D&L Trail. He/she/they supports the projects and programs, services, leadership, and marketing teams with insights gained from analyzing communications data and public feedback.

Core responsibilities:

- Implement strategies for engagement of people (both in and out of the workplace) in opportunities to support the D&L's goals. Includes designing, executing, 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.
- 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.
- 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.
- Manage website content 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.
- Manage the internal review and approval process, including obtaining senior management and (when necessary) legal approval for all communications.
- 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.
- Take 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.
- Assist with the D&L Ambassador Program including recruit, plan trainings, and connect Ambassadors with D&L volunteer opportunities.
- Provide regular metrics of the communication program's progress.
- Serve as staff liaison to D&L Board Marketing Committee.
- Other duties as assigned.

Requirements:

- Bachelor's degree in communications, history, English, journalism, social sciences or related field is preferred or equivalent work experience specific to communications is required.
- 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.
- Understanding of the various media channels and how to implement them in the non-profit environment.
- Understanding of social media platforms and engagement techniques – Social Media Savvy.
- Ability to flex hours and work some **weekends and evenings** to support public relations and special events or respond to timely requests from press or through social media.
- 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.).
- Strong organizational skills to effectively manage multiple projects from inception to completion, adhering to deadlines, within budget and with high quality.
- Ability to work in a fast-paced environment and juggle multiple priorities, and able to react and adjust quickly to changing conditions.
- 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 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.

- Valid driver's license in good standing and/or available transportation.

Preferred Qualifications:

- Bilingual in English/Spanish is highly preferred.
- Ability to use design software (Adobe CS) and electronic newsletter software a plus.
- Familiarity with cultural, industrial, and environmental history of the Delaware & Lehigh National Heritage Corridor.

Physical Demands: Work requires a variety of physical activity including standing, sitting for extended periods, talking, hearing, and walking. Walking is required in field conditions with uneven terrain to perform site-specific interviews, participate in outdoor events, or to attend meetings. Work may occasionally include kneeling, crouching, and lifting up to 50 pounds. The employee must be able to drive to various locations during the day or night and attend meetings that may last several hours. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Scheduling Requirements: This is a full-time position during standard days and hours of work with the opportunity to flex some hours with approval. However, the position requires the ability to work some weekends and evenings to respond to timely media or social media inquiries or attend and support D&L activities and events when the need arises.

Work Environment: The work environment described here is representative of that encountered by the employee while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Work is performed in a variety of places including an office, off-site meetings, and outdoor environment, at times in high heat/humidity, cold, and precipitation. 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. All employees are expected to attend staff meetings and the annual full-day staff retreat. All employees are required to act respectfully toward individual co-workers and toward the D&L's overall organizational structure.

Benefits: Full-time employment benefits include paid holidays, paid vacations, paid sick leave, Social Security, Unemployment Compensation Insurance, Workers' Compensation Insurance, funeral (bereavement) leave and various leaves of absence, health insurance, and 403(b) retirement plan.

Background: The Delaware & Lehigh National Heritage Corridor (D&L) preserves the historic pathway that carried anthracite coal and iron from Wilkes-Barre to Bristol, PA. The organization was established by Congress in 1988 to celebrate our nationally significant story centered on the transport of anthracite coal from the mines of Luzerne and Carbon County to the markets in the Lehigh Valley and Philadelphia (via Bucks County). The D&L Trail is a multi-use trail spanning over 165 miles from the mountains of northeast Pennsylvania, along rivers and through the Lehigh Valley and Bucks County. In 2017, D&L merged with the National Canal Museum to incorporate the archives, museum, canal boat and educational programs into preservation and education efforts. Today, we are an AAM accredited Smithsonian Affiliate and an organization with the ability to connect people to unique experiences in nature and the environment, community and economic impact, health and recreation, history, preservation, and education.

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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.