



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 <i>Off-site work for meetings, events and programs throughout Corridor occurs often</i>
Reports to:	Executive Director
Type/Term of employment:	Full- Time, Exempt, Salaried
Compensation:	\$46,000 – \$50,000 annual salary plus benefits
Expected Start Date:	April 2025

HOW TO APPLY: Applications are reviewed on a rolling basis and the position is open until filled. Applications should be submitted at delawareandlehigh.org/about/team/ under Employment Opportunities.

Delaware and Lehigh National Heritage Corridor, Inc. (DLNHC) helps residents of the five-county 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.

Summary: Delaware & Lehigh National Heritage Corridor (DLNHC) is seeking a self-motivated, adaptable, and people-focused individual to provide oversight of DLNHC brand and encourage consistent voice. The Communications Coordinator is responsible for managing and implementing strategies that mobilize people to give, advocate, volunteer and support activities along the D&L Trail, in the National Canal Museum, and throughout the Corridor's communities from Wilkes-Barre to Bristol. The Coordinator will communicate DLNHC'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 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. They support all staff 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 DLNHC'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 DLNHC's mission and operations.
- Assist the organization's fundraising and friend-raising activities and media relations campaigns to generate awareness for the DLNHC 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 DLNHC 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 DLNHC 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 to recruit, plan trainings, and connect Ambassadors with DLNHC volunteer opportunities.
- Provide regular metrics of the communication and marketing program's progress.
- Serve as staff liaison to DLNHC Board Advancement & 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, Virtuous, 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: *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, 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.

Scheduling Requirements: This is a full-time, salaried position during standard office hours with some scheduling flexibility 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 DLNHC 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.* Job duties require working in an office setting, outdoor environment (at times in high heat, humidity, cold and/or precipitation), on canal boat, in museum, and off-site meetings/interviews. Must be able to work effectively in the outdoor environment and around animals. The noise level in the office environment is moderate due to the open office layout with a high level of activity on phones, computers, and printers.

All employees are subject to an annual performance review. All employees are expected to attend staff meetings, outings and retreats. All employees are required to act respectfully toward individual co-workers and toward the DLNHC's overall organizational structure.

Benefits: Full-time employment benefits include paid holidays, paid vacations, paid personal days, Social Security, Unemployment Compensation Insurance, Workers' Compensation Insurance, funeral (bereavement) leave, various types of leave of absences, health and disability insurance, participation in the DLNHC 403(b) retirement plan, paid nature time, employment term DLNHC membership benefits, branded clothing, and opportunity to use DLNHC outdoor recreation supplies.

Background: Delaware & Lehigh National Heritage Corridor (DLNHC) 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, DLNHC 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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Delaware & Lehigh National Heritage Corridor, Inc. (DLNHC) 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 DLNHC 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