



Position Title: Communications & Public Relations Coordinator

Position Description:

Develop and manage communications that promote, enhance and protect the Society's brand and brand reputation. Responsible for creating multi-channel, integrated communication products and services including; online communications such as facebook and other social media, e-newsletters and public relations activity including media releases and communications. Advance the organization's position with constituents and drive broader awareness and donor support for the organization. Responsible for development, integration and implementation of public relations activity including media releases and communications. Work direction and priorities are given by the Director of Development & Marketing as direct supervisor.

Position Responsibilities:

1. Evaluate, develop and implement social media strategies for increased engagement with the community
2. Stay up to date on the status of issues that affect the Society, particularly related to the waterways, in order to promote and share the Society's position on relevant issues
3. Compose and distribute e-newsletters on a regular schedule
4. Allocate all media buys & advertising to fit the Society's budget
5. Compose articles & press releases for distribution across all regional media outlets and manage media relations with press & local media personnel
6. Compose monthly marketing reports for the Executive Director and Board including overview of marketing efforts, lead generation, website traffic, social media interaction, etc.
7. Submit, share and post event information to community, social and organizational calendars
8. Maintain the Society's website, blog and social media in conjunction with the Graphic Design and Marketing Coordinator
9. Work together with the Development Team and Departments to implement fundraising events, programs, communications, etc. as necessary for the organization.

Qualifications:

1. Strong computer skills, expert written and verbal communication skills including strong knowledge of Microsoft Office including Word, Excel, Power Point and Outlook. A working knowledge of Adobe Suite, including InDesign, Illustrator, Photoshop and Premiere is a plus.
2. Ability to function in a work environment which includes moderate noise level, outdoor activities and have the ability to be on feet for up to 3 hours at a time and lift 50 pounds.
3. Bachelor's degree in Marketing, Public Relations or Business Management preferred.
4. Three to five years related experience or training.
5. Ability to work evenings, nights and weekends as needed.
6. Ability to work well with Volunteers, Staff, Members and public constituents and take direction from supervisor. Nonprofit experience preferred.