

## Job Description: Communications Coordinator

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**Position Description:** The East Coast Greenway Alliance seeks a part-time (20 hours per week) Communications Coordinator to join its Wakefield, RI staff. This position carries primary responsibility at the national level for external and internal communications, media relations, promotion, and marketing activities of the Alliance. A primary responsibility will be managing our website. He/she will report to the Executive Director and work in close collaboration with the Board of Trustees Marketing Committee, the Trail Program staff and our volunteer state committees. This position may expand to fulltime, depending on funding availability.

### Chief responsibilities are:

#### A. Website management

1. Keeping ECGA website current and dynamic
2. Maximize website visitation through online networking
3. Solicit and manage state-level volunteers to maintain state pages
4. Develop or oversee development of new web content

B. Support ECGA development staff with editing and formatting cases, letters, Bike Club Action Plan elements, Corporate Sponsorship materials etc.

#### C. Manage development and production of ECGA publications, documents and written materials

1. Set the vision and tone and develop or edit content, format and oversee the production of:
  - a. Electronic newsletters 6 times a year
  - b. Print newsletters quarterly
  - c. ECG rack cards, brochures, and other promotional materials
  - d. Annual Report and State of the Trail Report
  - e. Other ECGA documents, including but limited to: user maps and guides, case statements, state-level brochures, manuals, awards, posters, designation certificates.

#### D. Coordinate Media relations

1. Serve as point person for media inquiries concerning information and photographs
2. Develop press releases
3. Manage media database of contacts including an electronic news email database
4. Prepare articles for placement in newsletters or magazines
5. Cultivate media connections with aim of maximizing positive ECG public exposure

#### E. Develop advocacy materials and coordinate activities

1. Coordinate development of national and state display materials and other advocacy materials for meetings/events
2. Maintain and distribute Advocacy Toolkit
3. Create kiosk posters



4. Assist regional staff with support of Ambassador Program volunteers
  5. Develop promotional items (caps, tee-shirts, decals, calendars, bandanas, etc.)
  6. Oversee Powerpoint development and distribution
- F. Support ECGA Meetings and Events
1. Maintain an annual agenda of meetings and events of interest to the ECGA staff, volunteers and supporters to be posted on our website
  2. Support state volunteers and regional staff in coordinating planning for ECGA promotional events such as tours, kiosk openings, trail dedications, etc.
  3. Coordinate the planning and execution of ECGA nationally developed tours and promotional events.
  4. Provide staff support for annual meeting and twice yearly board and trail council meetings
- G. Maintain and build photograph library and East Coast Greenway archive.
- H. Develop ECGA communications and marketing strategy
1. Provide staff support to ECGA board Marketing Committee
  2. Develop annual work plan and budget for communications and marketing
  3. Contribute to development of strategic plan as required
- I. Manage the development and protection of the ECGA brand
1. Manage ECG brand and Corporate Design Standards
  2. Manage Trade Marking program

**Qualifications:**

- Passionate commitment to ECG vision and mission
- Education and experience: bachelor's degree in Public Relations, Journalism or a related field and a minimum of four year's relevant experience; or masters degree and two years relevant experience
- Excellent verbal and written communication skills
- Entrepreneurial and strategic approach to work; takes initiative in problem solving; applies sound judgment.
- Computer proficiency with Windows or Mac OS X (preferred); the Microsoft Office suite (Powerpoint, Access, Excel, Word); Adobe Illustrator, Photoshop and InDesign; Internet communications, HTML and web management software
- Demonstrated ability to work effectively and tactfully with a wide range of people and personalities to establish collaborative partnerships.
- Proven staff supervision skills; able to motivate staff and volunteers
- Ability to work independently
- Capability to attention to detail
- Ability to function in a fast-paced work environment; able to multi-task and work on several project deadlines simultaneously.
- Well-organized, self-motivated and independent worker: understands the need to develop weekly, monthly and annual work plans and to prioritize work on a daily basis. Takes record keeping and file management seriously.
- Maintains high standards for professional work delivered on time and on budget.
- Non-profit experience is preferred.
- Strong sense of personal responsibility and integrity



**Supervisor:** ECGA Executive Director

**How to apply:** Interested candidates should send a cover letter via email or post (attn: Karen Votava, Executive Director) detailing their interest and qualifications with resume attached. E-mail this to [tanja@greenway.org](mailto:tanja@greenway.org) or mail it to: ECGA, 27 North Road, Wakefield, RI 02879.

*The East Coast Greenway is an equal opportunity employer and seeks qualified candidates regardless of race, color, gender, disability, or national origin.*

