

C&O Canal Trust Position Description

TITLE: Marketing & Communications Associate

REPORTS TO: Director of Marketing & Communications

LOCATION: C&O Canal National Historical Park
Headquarters in Williamsport, MD

DURATION: Permanent employee

HOURS: 20 hours a week



OVERVIEW

Are you ready to bring your energy and skills to help preserve the largest national park in the Washington, DC, region? The C&O Canal National Historical Park (NHP) runs 184.5 miles along the Potomac River from Washington, DC, to Cumberland, Maryland. It is beloved by over five million people who use it annually for recreation and the enjoyment of history and nature. Almost entirely fee-free, it is one of the most accessible and visited national parks in the nation, attracting higher annual visitation than either Yosemite or Yellowstone.

The C&O Canal Trust (Trust), the official philanthropic partner to the C&O Canal NHP, is seeking a Marketing & Communications Associate (Associate) with a passion for public lands and the nonprofit sector to execute communication strategies. The Associate will help increase public awareness of Trust programs and fundraising efforts, and market opportunities to get involved with the Trust communicating with a variety of audiences. We are a growing nonprofit that raises funds to preserve and protect the C&O Canal NHP and manages programs that use the Park's natural, historical, and cultural resources for recreational and educational purposes.

Our role is to engage a community of people – donors, elected leaders, business leaders, recreational visitors, and school children, who understand the value of and support this wonderful national park.

THE POSITION

The C&O Canal Trust seeks an enthusiastic, detail-oriented Marketing & Communications Associate to assist the Marketing and Communications team with content creation, social media, email marketing, and occasional events. The Marketing & Communications Associate will join a small—but quickly growing—nonprofit that supports the C&O Canal National Historical Park. An ideal candidate will be organized, skilled at social media management, and

able to work independently. This position reports to the Director of Marketing & Communications and works collaboratively with the Trust and C&O Canal National Historical Park staff.

DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities will include, but are not limited to:

- Content creation, including blog posts, newsletter articles, and press releases
- Execute and manage a social media strategy for all platforms
- Respond to questions and comments on social media in a timely manner
- Create and manage email marketing campaigns through Constant Contact
- Familiarity with WordPress to build new pages and update existing content on the Trust website
- Track evaluation metrics to assess success of digital strategies
- Manage monthly photo contest and photo database
- Fulfill merchandise orders and track inventory
- Assist with the development of collateral materials for events
- Assist with other Marketing and Communications team day-to-day activities
- Provide assistance to other Trust staff when needed

QUALIFICATIONS AND REQUIRED SKILLS

- Excellent writer and proofreader with ability to write according to brand standard
- Strong written and verbal communication skills
- Attention to detail
- Organized, with excellent time-management skills
- Ability to work independently, but also be a team player
- Passion for the C&O Canal National Historical Park, history, preservation, conservation, and/or local tourism
- Bachelor's degree preferred but not required with relevant experience
- Proficiency in Microsoft Office Suite (required) and Adobe Creative Suite (preferred)
- Familiarity with social media formatting and scheduling tools
- Familiarity with content management systems (CMS) for websites
- Ability to travel within the park as needed

BENEFITS

This position is a part-time, hourly position. Hourly rate is expected to be \$16-19/hour. The position is based in the C&O Canal Trust office in Williamsport, MD. Most of your hours will be worked between 9 a.m. – 5 p.m. Monday-Friday, although 4-5 weekends a year are expected to support special events. There are no benefits offered with this position, but we offer a flexible schedule and the chance to spend time in the beautiful C&O Canal National Historical Park.

PROFESSIONAL LEVEL

Entry level

TO APPLY

Submit resume, cover letter, and writing sample to jobs@canaltrust.org by November 22 for priority consideration. Applications will be accepted until the position is filled.

EQUAL EMPLOYMENT OPPORTUNITY

The C&O Canal Trust is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex, or age. The Trust is committed to embracing the principles of diversity, equity, and inclusion in its work.