

C&O Canal Trust Position Description

TITLE:	Associate Communications Manager
REPORTS TO:	Senior Director of Marketing & Communications
LOCATION:	Hybrid , in office at C&O Canal National Historical Park headquarters in Williamsport, MD, and telework.
DURATION:	Permanent
HOURS:	Full-time, exempt



Overview

Are you ready to help protect the largest national park in the Washington, D.C. region? Stretching 184.5 miles from Georgetown, in Washington, DC, to Cumberland in Western Maryland, the C&O Canal National Historical Park welcomes roughly five million visitors annually, often surpassing the visitation of icons like Yellowstone and Yosemite. As an almost entirely fee-free park, it is one of the most accessible and beloved resources in the nation for recreation, exercise, and the enjoyment of history and nature.

The **C&O Canal Trust** is the official nonprofit philanthropic partner to the **Chesapeake & Ohio Canal National Historical Park** (C&O Canal). For nearly 20 years, we have worked in partnership with the National Park Service (NPS) to raise essential funds and manage programs to preserve and enhance the park's natural, historical, and recreational resources for future generations. Driven by the generosity of individuals, foundations, corporations, and community partners, we have granted roughly \$5 million to the park to support education, conservation, and preservation efforts since our inception in 2007.

We are a passionate team driven by a love for the outdoors, the park's deep cultural and historical significance, and public service. Join us as we continue to grow our organization, expand our work, and deepen our connection with those who love the park.

The Position

The Associate Communications Manager supports the day-to-day communications function of the C&O Canal Trust, helping to ensure that the organization's mission, programs, accomplishments, and priorities are communicated clearly, consistently, and compellingly across audiences.

This mid-level position serves as a central communications coordinator, writer, editor, and project manager, working closely with the Senior Director and colleagues across the organization to identify stories, develop content, coordinate communications priorities, and maintain a consistent organizational voice.

The Associate Manager reports to the Senior Director of Marketing & Communications. Working collaboratively with Trust departments and the National Park Service, the Associate Manager identifies and develops story ideas, communications opportunities, and content, ensuring appropriate review and approval before public release. The position also supports media relations, day-to-day communications, organizational

campaigns, and major messaging initiatives. The position also provides guidance and coordination to the Marketing & Digital Engagement Fellow on communications-related digital work.

The position is based at the C&O Canal's headquarters building, adjoining the park in Williamsport, Maryland. Trust staff operate under a hybrid model to allow for on-site collaboration as well as focused telework time.

Duties and Responsibilities

Communications Planning & Coordination

- Coordinate the Trust's day-to-day communications activities and editorial calendar.
- Work across departments to identify communications needs, establish priorities, and coordinate timelines and deliverables, serving as a central point of contact for staff seeking communications support.
- Ensure communications are accurate, timely, coordinated, and aligned with established messaging and brand standards.
- Develop communications plans for programs, events, initiatives, announcements, and organizational milestones.
- Support the Senior Director in implementing the Trust's overall marketing and communications strategy, developing and executing major organizational campaigns and communications initiatives.
- Support development and implementation of major organizational messaging, including messaging associated with strategic initiatives, fundraising campaigns, organizational announcements, and significant Trust accomplishments.

Storytelling & Content Development

- Proactively identify compelling stories, people, projects, accomplishments, and opportunities for public engagement.
- Work with Trust staff and NPS colleagues to develop story ideas and content that accurately and effectively represent the Trust and park.
- Write and edit newsletters, email communications, social media content, press materials, website copy, program stories, and other communications.
- Translate complex historical, conservation, recreational, educational, and operational information into accessible, engaging content.
- Coordinate supporting materials, including photography, quotes, and background information.
- Ensure appropriate Trust and NPS review and approval of content prior to publication.

Media Relations

- Support day-to-day media relations under the direction of the Senior Director.
- Draft press releases, media advisories, talking points, background materials, and responses to media inquiries.
- Identify opportunities to proactively promote Trust programs, accomplishments, partnerships, and initiatives.
- Coordinate information and logistics for media opportunities, interviews, and site visits.
- Prepare briefing materials for Trust leadership and staff participating in media interviews.
- Maintain organized media lists and communications resources.
- Work with the Senior Director to ensure media messaging is accurate, timely, and aligned with organizational priorities.

Social Media & Digital Content

- Support social media planning, content development, and day-to-day coordination.
- Develop content promoting Trust programs, events, fundraising initiatives, volunteer opportunities, Canal Quarters, conservation work, and park activities.
- Coordinate with the Marketing & Digital Engagement Fellow on digital content, website updates, and online promotion.
- Help ensure digital content is accurate, timely, engaging, and consistent with approved messaging.
- Monitor audience engagement and identify opportunities for timely content and storytelling.
- Ensure social media content aligns with approved messaging and organizational priorities.

Cross-Departmental Collaboration

- Build strong working relationships across Trust departments to facilitate effective communications.
- Serve as a communications resource to staff, helping identify opportunities to tell the Trust's story.
- Establish regular communication with department leads to understand upcoming activities, priorities, accomplishments, and communications needs.
- Work collaboratively with NPS staff and subject-matter experts to develop accurate and compelling park-related content.
- Coordinate communications review, approvals, deadlines, and responsibilities across Trust and NPS.

Brand & Editorial Standards

- Maintain consistency in the Trust's voice, messaging, and editorial standards.
- Apply established brand standards across communications.
- Identify messaging, accuracy, or reputational concerns and elevate them to the Senior Director as appropriate.
- Maintain organized communications resources, templates, and editorial materials.

As part of a growing nonprofit, this position may be asked to assist with organization-wide duties and at major events. Moderate weekend work will be required. Compensatory time off is available.

Qualifications

- Bachelor's degree in communications, journalism, public relations, marketing, English, or related field, or equivalent professional experience.
- 2–4 years of relevant communications, public relations, journalism, nonprofit, or related experience.
- Excellent writing, editing, and verbal communication skills.
- Strong organizational and project coordination abilities.
- Experience creating content for multiple audiences and communications channels.
- Strong understanding of social media, email marketing, website content management, and digital communications.
- Experience in WordPress & Elementor or other related website management software.
- Ability to manage multiple priorities and deadlines.
- Strong interpersonal skills and ability to collaborate across departments and with external partners.
- Sound judgment, attention to detail, and commitment to accuracy.
- Proficiency with Google Workspace and Microsoft Office.

Preferred:

- Familiarity with digital communications tools and practices, including website content management, search engine optimization (SEO), email marketing, and web and audience analytics.
- Experience in nonprofit, conservation, historic preservation, parks, tourism, cultural, or community-based organizations.
- Experience with media relations.
- Experience working with government agencies or public-sector partners.
- Experience communicating about historical, environmental, cultural, or recreational topics.

Core Competencies

- **Writing & Editorial Judgment:** Produces clear, compelling, accurate, and audience-appropriate content.
- **Storytelling:** Identifies and develops stories that demonstrate the Trust's impact and connect audiences to the park.
- **Collaboration:** Builds productive relationships across departments and with NPS colleagues and external partners.
- **Organization:** Manages multiple communications projects, deadlines, approvals, and stakeholders effectively.
- **Media Relations:** Understands how to develop materials and support opportunities that generate positive media attention.
- **Judgment & Diplomacy:** Navigates organizational and NPS review processes thoughtfully and professionally.
- **Initiative:** Proactively identifies communications opportunities and solutions.
- **Mission Alignment:** Demonstrates commitment to the C&O Canal National Historical Park and the Trust's mission.

Physical Demands and Safety

Most work is performed in an indoor office environment. Outside activities will occur with conditions varying by location and environment. You must be able to operate normal office equipment and be proficient with Google Workspace and have an awareness of donor management software.

Travel

The main work location will be at the C&O Canal Trust's offices in the C&O Canal National Historical Park's headquarters in Williamsport, Maryland. Travel to locations throughout the park will be required in support of communications initiatives. The C&O Canal includes 184.5 miles along the Potomac River and touches many communities. Mileage reimbursements are offered.

Salary Range and Benefits

The salary range is \$50,000 to \$55,000 based on experience and the ability to meet the required responsibilities. The Trust offers a competitive benefits package including partial telework, 100 percent employer-paid health insurance premiums for the employee; vacation, sick, and personal leave; paid holidays; a Simple IRA retirement program, including an employer match up to 3%; and a surprising number of sunny days in the park! We offer a fun and casual work environment.

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.

To Apply

For priority consideration, please submit a cover letter and resume to Tymber Compner, Senior Director of Marketing & Communications, at jobs@canaltrust.org by September 18, 2026. Applications will be accepted until the position is filled. To learn more about the C&O Canal Trust, visit www.canaltrust.org.