



Communications Coordinator
Job Description

The Communications Coordinator is responsible for the communications strategy and execution for the Ohio & Erie Canalway Coalition, providing thought leadership and coordination of all communications functions. The Communications Coordinator works with the Ohio & Erie Canalway professional team, Governing Board, public-private partners, consultants and media. Some areas of responsibility include, but not limited to:

- Create and maintain a marketing and communications calendar.
- Conduct yearly survey of the Ohio & Erie Canalway Coalition audience.
- Manage engagement on social media platforms including Facebook, Twitter and Instagram.
- Design and editing of marketing materials.
- Providing photography as needed at programs, events and in general throughout the Ohio & Erie Canalway Towpath Trail.
- Responsible maintaining, editing and creating content on the organization's website
- Facilitate Silver Ribbons newsletter, annual report and a biweekly e-newsletter.
- Develop and maintain reporting and analytics for communications.
- Serve as staff liaison for the OECC Board of Directors Communications Committee.
- Support communications and other duties as needed for event and programs throughout the year.
- Participate in communications committee for the Akron Civic Commons project.

****Position will remain open until the right candidate is identified.****

Questions about the position or the Ohio & Erie Canalway Coalition can be directed to Amber Genet, Vice President and Chief Operating Officer at agenet@ohioericanal.org or by calling 330-374-5657.