



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.

This role is full time working from the Richard Howe House, Monday through Friday. This position requires some weekend and evening work.

****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@ohioeriecanal.org or by calling 330-374-5657.