

Shawnee Trail Town Coordinator

Contract Position Description

Contract Overview

This contract position, located in the Village of Shawnee, will serve a collaborative of ecotourism partners. The candidate will improve internal and external communication through marketing, event and facilities management, fundraising and planning. Averaging 20 to 25 hours per week, this position will require both weekend and evening hours. The candidate will report to the Buckeye Trail Association and Destination Shawnee. It will require extensive networking within the community and among community organizations. Office space is available in the Tecumseh Theater for this contractor.

Start Date: January 1, 2020 **End Date:** September 30, 2020

Renewal: Dependent on successful fundraising efforts

Contract Oversight:

The Shawnee Trail Town Coordinator will report to the [President of Destination Shawnee] and be co-facilitated by the [Executive Director of the Buckeye Trail Association]. The Coordinator will also need to work with Shawnee Trail Town Pilot Project USDA Grant coordinator John Winnenberg of Ohio Hill Country Heritage Area to assure goals that relate to the grant are met, given the grant provides the primary cost of the position.

Compensation:

Flexible schedule in coordination with supervisor

- 39 weeks at an average 20 hours/ wk at \$20/hr = \$15,600, or 80 hours total.
- This is a contract position with no payroll taxes deducted and no benefits. A Form 1099 will be provided, documenting income for reporting purposes.

Responsibilities and Duties include:

She/he will create communications that persuade, engage, and inspire diverse audience across a variety of communication channels including, but not limited to: social media posts, blog posts, newsletters, appeal letters, impact stories, graphics, and videos.

With guidance from the Marketing and Media team, develop and execute a marketing and business plan surrounding ecotourism efforts in lodging, events, and guided tours.

Serve as an event planner, navigator, and communications facilitator for the Tecumseh Theatre and Harigle Garage pop-up venue. Work with Shawnee Trail Town Pilot in developing sustainable budgets and operations of these destinations.

Assist with Shawnee area business development efforts with key stakeholders.

Build and follow a detailed work plan in conjunction with the Shawnee Trail Town Advisory Group.

Ideally, have access to personal computing and cellular telephone devices (Verizon is only carrier in Shawnee).

Qualifications

The ideal candidate has related experience in communications and marketing for a nonprofit organization. She/he is a natural storyteller, outstanding writer, a curious historian, and a creative thinker who thrives on content creation and execution, attention to detail and meeting deadlines.

Education level: High School Diploma or GED required. Some College or College Degree preferred.

Experience:

- Two years media and marketing administration, or equivalent experience.
- AmeriCorps experience a plus.
- Experience working with, staffing and/or leading groups and projects.

Specific skills:

- Excellent written and oral communication skills, with the ability to write for diverse audiences.
- Email marketing software (Constant Contact preferred)
- Budgeting and management of financial plans
- Social Media: Instagram, Facebook, Google ads, and scheduling platforms.
- Operate standard office equipment using required software applications, including Microsoft Office Suite and graphic design programs, such as Adobe.

Personal characteristics:

- Self-motivated and independent: create quality work with minimal oversight.
- Be organized and able to work in a fast-paced environment on tight deadlines
- Demonstrate attention to detail when receiving direction and proofing work for review
- Be proactive in meeting billable hours.
- Maintain a positive and professional approach when working with team and clients.
- Ability to manage multiple projects at the same time
- Great interpersonal communication.

Certifications: N/A

Licenses: N/A

Physical abilities:

- Personal transportation is required
- Some physical labor is required for facility and event management

To apply: Send cover letter with three reference contacts and resume by December 10 to destinationshawnee@gmail.com. Interviews are targeted for the week of December 16-20.