



Marketing and Communications Coordinator

Job Description

GENERAL SUMMARY

The Marketing and Communications Coordinator works closely with and assists the Director of Marketing in managing Cuyahoga Valley Scenic Railroad (CVSR) presence and storytelling to build awareness of the organization, its mission and programs.

The Marketing and Communications Coordinator reports to the Director of Marketing and works closely with other departments to ensure that all marketing efforts align with the overall goals of CVSR. The Marketing and Communications Coordinator is responsible for helping create content, updating the website, marketing administration, and assisting the Director of Marketing with evolving and implementing the organization's digital and traditional marketing strategy and other duties to support the marketing department.

DEADLINE TO APPLY: This position will remain opened until filled.

SCHEDULE:

This position is 40 hours per week. Our office hours are Monday through Friday from 8:30 a.m. – 4:30 p.m. Additionally, some weeknights and weekends may be required. This position will be housed at our Tilden office in Peninsula with trips/days at our Fitzwater Train Yard in Independence as needed. This position is set to begin in April/May 2023.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Content Creation

- Collaborate and work closely with the Director of Marketing to evolve and implement organization's content strategy for all digital and traditional channels by assisting with content creation and writing copy

Social Media

- Work with the Director of Marketing to create and implement a monthly social media content calendar
- Create engaging social media content on Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok
- Respond in a timely manner to customer questions or inquiries sent via messenger

Email Marketing

- Assist with planning email content calendar and implement email campaigns to raise awareness, increase ticket sales, promote excursions and other CVSR happenings
- Track customer experience via weekly surveys sent via Mailchimp

Public Relations

- Assist the Director of Marketing with hosting media on site at CVSR facilities or on the train
- Fulfill media requests as needed including press releases and photo requests

Website

- Update website and work closely with other departments to ensure it has the most up-to-date information

Marketing Administration

- Assist with department's Airtable app and ensures all tables are updated with relevant information
- Create social media reports with bi-weekly and annual reporting
- Fulfills marketing requests for individuals/groups looking for more information on CVSR

Photo, Video and Graphic Design

- Create, update and distribute promotional materials, including brochures, signage, print and rack cards utilizing Adobe programs or Canva when appropriate
- Responsible for creating/updating Etix tickets and sending finished design to our ticketing partner
- Take and edit photos/videos with cell phone (or camera) of events, onboard activities and other CVSR happenings
- Other duties as assigned

Requirements

- Bachelor's Degree in Public Relations, Journalism, Communications or related field
- This is an entry-level position, internship experience in relevant field will be considered
- Must possess exceptional writing skills and the ability to write in a variety of forms including long-form and evergreen content to social media and website copy
- Attention to detail is critical
- Ability to effectively multi-task in a deadline driven atmosphere
- Ability to adapt with change with shifting priorities, deadlines and/or goals
- Basic knowledge and skills in graphic design or the ability/willingness to learn
- Previous experience updating a website, specifically Wordpress is a plus
- Previous experience with Airtable is not required but is a plus

Success Factors

- Must exhibit strong interpersonal skills, including courteous, respectful demeanor, diplomacy, awareness of others, and the ability to build relationships with CVSR's internal and external groups
- Ability to establish and maintain effective working relationships with leadership, contractors, volunteers and colleagues
- This position will work closely with Customer Service and Ticketing, Events and Development department
- Ability to ask questions when needed but able to make educated decisions based on the information presented
- Must be comfortable reaching out to people and taking initiative to follow up to obtain information
- Ability to develop solutions that might not be obvious or given
- Ability to recognize problems and bring them to the appropriate team member to address
- Unafraid to ask questions and offer suggestions/input
- Willingness to assist other departments with projects/tasks that don't necessarily fall in your job description and have a team-player mindset

Please submit a resume, cover letter with salary requirements, portfolio of work to Lynee Bixler, Director of Marketing and Communications, at LBixler@cvsr.org. Applications that do not include all the requested materials will not be considered. No phone calls please. Position will remain open until filled.

About CVSR

Cuyahoga Valley Scenic Railroad is in Northeast Ohio and is a tourist excursion railway and private sector, nonprofit 501(c)3 organization operating in partnership with Cuyahoga Valley National Park. CVSR's mission is to provide educational, recreational and heritage railroad experiences and provide alternative transportation to and within Cuyahoga Valley National Park and the Ohio & Erie Canalway.