

Communications & Engagement Specialist

Cincinnati Off-Road Alliance (CORA)

Northern Kentucky & Cincinnati, Ohio

Full-Time Position

Job Overview:

The **Communications & Engagement Specialist** will advance CORA's presence and influence in the community through effective storytelling and community engagement. This role is responsible for strategic communications, outreach to stakeholders, and marketing and creative content development. Reporting to the Trail Development Director, this role is responsible for engaging a diverse audience, including trail users, organization members, land managers, volunteers, and donors. The position is a flexible 50/50 hybrid work structure, and the office is in Covington, Kentucky.

Compensation: \$27-\$30 hourly depending on capabilities and experience. Benefits include Health, Dental, Vision insurance; paid time off.

Who we are: The Cincinnati Off-Road Alliance has been developing natural surface trails in the community since 1996. Today, we are on the cusp of creating a regional, connected trail network that will foster more vibrant communities centered around outdoor culture.

Who we are looking for: A passionate trail enthusiast who can help us share our story with stakeholders and the community, engaging both those who can facilitate our efforts and those who will benefit from them.

Responsibilities:

1. Develop a proactive communications strategy with a monthly and annual schedule.
2. Develop and implement comprehensive marketing and communications strategies.
3. Create and manage ongoing content calendar for social media platforms and email newsletters.
4. Develop a strong understanding of CORA's goals.
5. Lead multi-channel marketing campaigns for membership drives, expos, fundraisers, capital campaigns, trail-building projects, and trail-use events.
6. Audit and improve messaging, storytelling, and organization across CORA's website, and develop blog thought leadership and SEO-focused content.
7. Manage email newsletter communications to improve frequency of information delivery to stakeholders.
8. Refine corporate sponsor program materials and management of sponsor's promotional benefits.
9. Craft and distribute press releases for trail openings, project approvals, community impact/outcomes stories, and community events.

10. Build strong relationships with media outlets.
11. Develop lead magnets and strategies for growing email lists and stakeholder databases.
12. Regular consultation with the director and board members on communicating the strategic vision for the organization while adhering to brand standards and tone of voice.
13. Occasional participation at events and volunteer opportunities that are often on evenings and/or weekends to engage community members, stakeholders and capture marketing content. (would be counted as worked hours).
14. Assist with Google Ads strategy and implementation to effectively drive awareness and engagement.

Qualifications:

- Associate or Bachelor's degree in Communications, Marketing, Business, or a related field.
- Possess a passion for outdoor activities (hiking, mountain biking, etc.), parks, and nature.
- Proven experience in communications, marketing, and/or public relations.
- Strong skills in copywriting and visual storytelling (basic design layout, i.e. Canva, PPTs, etc.) and strategic consulting.
- Proficiency in digital marketing tools, i.e. social media platforms, Everyaction, Beefree.io, Canva or Adobe graphics, and basic on-page SEO & HTML skills a plus, but will also have time to learn on the job.
- Ability to work independently and as part of a team, with a creative and analytical approach.
- Strong office/admin skills and ability to easily learn software platforms.

Application Process:

Interested candidates should submit a resume and cover letter detailing their experience and interest in the role to [our portal](#).

CORA is committed to creating a diverse, equitable, and inclusive workplace. We encourage candidates from all backgrounds and experiences to apply.

If you're passionate about trails building healthy communities and want to help us achieve that mission, we'd love to hear from you.

Application Deadline:

End of Day on Wednesday, July 31, 2024