

# Fort Wayne Trails

## Job Description

### **Creative Engagement Manager**

#### **SUMMARY: Full-Time Exempt Position**

Fort Wayne Trails is a nonprofit advocacy organization. We work with government and elected officials to accomplish our mission which is to act as a community partner and advocate in the development of a connected, multi-purpose system of trails in Allen County.

Through branding, design and programming strategies that incorporate our logo and core values, the Creative Engagement Manager will be responsible for relaying our mission to the public as well as government and business entities through storytelling, community engagement, event planning, programs and other media.

As a staff member, the Creative Engagement Manager is expected to maintain confidentiality in some matters and provide excellent interaction with and general support and assistance to other staff members to ensure efficient and professional office operations.

The primary duty of this position is an office/non-manual work position that aids in the general operation of the business. This position requires the exercise of discretion and independent judgement with respect to matters of significance to the organization.

The Creative Engagement Manager will collaborate with and report to the Sustainability Director.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

##### **Storytelling of Mission**

- Maintain and update website with current information.
- Respond to email inquiries sent via the website and social media.
- Maintain, monitor, and moderate social media channels.
- Create press release and interact with traditional media outlets including newspaper and television.
- Regularly post information to social media channels to keep them current and up to date.
- Create and run promotional campaigns (i.e. paid ads) on social media channels, as needed.
- Create and publish App Push Notifications
- Design and create content for newsletters
- Design of various office forms, flyers as needed.

##### **Community Engagement and Other Programs**

- Work with volunteer teams to plan and implement necessary details of annual and special events such as fundraising, Pufferbelly 5K and other programs.
- Design and create needed promotional materials and printed collateral.
- Design and coordinate additional needed promotional materials and printed collateral with subcontractors.

- Clearly communicate event needs to volunteers and FWT staff.
- Ensure that event logistical needs are met and completed in a timely manner.
- Manage promotion of events, including through social media channels.
- Gather quotes and order needed materials for events.
- Track results and outcomes of events for reporting purposes.
- Supervise and collaborate with volunteer coordinator to recruit volunteers for events and assign them any necessary duties.
- Oversee events on the day they occur as needed.
- Supervise and oversee volunteer coordination.

### **Other Required Tasks**

- Assist with any necessary special projects and other duties may be assigned as needed.

### **QUALIFICATIONS REQUIRED**

- Excellent written and oral communication skills.
- Extensive experience with graphic editing tools, such as Adobe InDesign and Photoshop.
- Extensive computer skills (Microsoft Word, Excel, PowerPoint, Access, Publisher and the Internet) and word processing and data entry skills.
- Familiarity with managing social media channels such as Facebook, Instagram and Twitter.
- Strong typing and proofreading skills.
- Basic photography skills.
- Self-motivated with the ability to work independently and in teams.
- Ability to manage multiple tasks and goals, problem-solve and prioritize among assignments.
- Strong interpersonal skills and experience working with a variety of audiences of various sizes from one on one to 100 or more.
- Professional attitude toward work, staff and visitors.
- Promptness, reliability and sound judgment required.
- Good sense of humor and creative approach to tasks.
- Ability to see the big picture and anticipate and support needs of staff members.
- Ability to work effectively under pressure without close supervision.
- Ability to make cold calls.
- Familiarity with HTML and web design would be a bonus.
- Strong commitment to goals and mission of Fort Wayne Trails.

### **EDUCATION and/or EXPERIENCE**

- Bachelors Degree preferred with 2-4 years experience or 3-5 years comparable experience in Communications, Graphic Design and Marketing.

### **SALARY and BENEFITS**

The annual salary range for this position will be \$30,000.00-\$35,000.00. Starting salary negotiable based upon experience and qualifications of applicant. Other benefits include access to group health insurance with a portion paid by employer, access to a simple IRA with company match, 2 weeks paid vacation and paid holidays.

The Executive Director or designee will conduct annual performance related reviews. Based upon the year-end review, the employee will be eligible for yearly increases in compensation.

### **LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business communications, technical plans, or governmental regulations. Familiarity with non-profit communication and jargon. Ability to write reports, business correspondence, and procedural manuals. Ability to effectively present information and respond to questions from managers, donors, trail users and the general public.

### **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl, talk and hear. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include distance vision, color vision, and depth perception.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently exposed to an inside office setting, or outside weather conditions. The noise level can vary from an office setting to a moderately noisy construction worksite.

### **WORK SCHEDULE**

Flexible schedule includes daytime office hours with staff as well as week night and weekend events several times a month. A weekly time allocation will be required.

### **EQUAL OPPORTUNITY EMPLOYER**

All qualified applicants will receive consideration for employment without regards to age, race, color, religion, sex, disability, veteran's status, national origin, or sexual orientation. Reasonable accommodations for persons with a known disabling condition will be considered in accordance with State and Federal Law.