



Job Description

Communications Coordinator

General Overview

The Communications Coordinator will help guide and manage Local Motion's communication strategy and online presence (including both website and social media), support our services, programs and fundraising efforts, tell our story, enhance our brand, and help us get more people out walking and biking.

Key Responsibilities

The Communications Coordinator will work closely with the Director of Services and Marketing and other key staff to:

- Help develop Local Motion's communications strategy and plan; implement across all our services, programs, and platforms.
- Coordinate and evolve Local Motion's online and media presence (website, social media, etc.) to ensure it is current and engaging, including:
 - Webpage production and maintenance. Support staff, volunteers, and partners in the creation, monitoring, updating and maintenance of web pages.
 - Online content. Write, solicit from staff or partners, and publish compelling blog, social media posts, articles, letters, and announcements about Local Motion's programs & services, initiatives, and events; act both independently and in response to staff requests.
 - Regular review of public comments to Local Motion postings and response with input from appropriate staff.
 - Collaboratively develop graphic content to support our communications for our services and programs.
- Coordinate creation and distribution of press releases for all Local Motion programs.
- Monitor and manage the timing and rollout of website updates, event announcements, special email alerts, social media posts, and other communication related activities.
- Build upon current style guide for website and other communications to ensure consistent, impactful, and comprehensive look and feel for all our work, as well as an efficient process for web updates and changes.
- Support staff in use of web, and communication tools and channels, and provide formal and informal trainings and guidance as needed.
- Engage in selected aspects of data/media analysis—tracking the impact of Local Motion's communication efforts and adapting our strategy accordingly.
- Support the development team in the design of fundraising materials.
- Welcome and engage diverse communities through communications activities and events.
- Advocate for our mission and strengthen the Local Motion brand.

Preferred Qualifications

- Background and experience with online content management and organizing software. Experience with the NationBuilder platform a plus, or proficiency with other similar programs and/or interest and ability to learn.
- Demonstrated proficiency and experience with Instagram, Facebook, Twitter, and other social media tools to tell organization's story, inform community, engage supporters, and enhance brand visibility.
- Previous experience managing or coordinating communications a plus.
- Excellent writing skills, in a style that engages people and draws them in.

- Experience and/or aptitude for creative content and graphic design; solid skills with graphic design software like Photoshop and Adobe Creative Cloud
- Proficiency with all standard office software
- Excellent organizational skills and the ability to manage many projects and details concurrently in a busy office environment in a self-directed way.
- Passion for walking and biking, and vibrant, people-centric communities
- Experience working with and/or communicating with people from a diversity of cultures

Reporting

- Position reports to the Director of Services and Marketing

Job Classification

Full-time year-round non-exempt position. Starting pay commensurate with qualifications and experience. Benefits include paid time off, a medical subsidy, retirement contribution, and flextime. Oh, and a fun, fast-paced office located on the Burlington Bike Path!

To Apply:

Please send cover letter detailing your relevant experience and qualifications, along with a resume with details on work history, education, and skills. Send in pdf format to jobs@localmotion.org with subject line "Communications Coordinator application." Applications will be reviewed on a rolling basis. Position open until filled.

Local Motion is an equal opportunity employer. We welcome and encourage applications from people of underrepresented backgrounds. We are also open to non-traditional qualifications and experience because passion for our mission takes many forms and is found in many places.

About Local Motion

Local Motion is Vermont's statewide advocate for active transportation, vibrant communities, and safe streets. Based in Burlington Vermont, we work at the local and state levels to support better roads and trails for biking and walking, teach bike skills training programs for children and adults, collaborate with government to improve on-road safety, and inspire and support local advocates across Vermont to become leaders for better biking and walking in their communities. We also rent bikes from our Trailside Center and operate the Island Line Bike Ferry connecting the Burlington area to the Champlain Islands.

We have a very active, but relaxed office, full of staff and volunteers who love what we do. We are a matrixed organization and value all staff members' opinions and ideas, meaning there is ample opportunity to work across teams and programs on a variety of initiatives, and to grow in the position. Join Local Motion and help us make biking and walking a way of life across Vermont!