



## **Marketing & Communication Coordinator**

The Marketing & Communication Coordinator is focused on community interaction for the Trails Foundation of Northern Utah (TFNU). The Marketing & Communications Coordinator is responsible for the public relations, social media, video content, website, and general communications of the organization. Other key duties include fundraising support, event support, promotion and general office duties.

Job Title: Marketing & Communications Coordinator  
Job Location: Ogden, UT – TFNU Office (not a remote position)  
Position Type: 15 hours per week  
Wage: \$17-\$19 per hour (optional Simple IRA)

The Communications Coordinator reports directly to the Executive Director. Duties shall include but are not limited to:

### **Job Description**

- **Social Media:** develop campaigns with Executive Director; write, post and schedule content; collaborate with Executive Director on messaging and communications needs; maintain schedule; monitor, measure and report.
- **E-Newsletters:** manage development and distribution of monthly e-newsletters including content research and development, editing and review.
- **Website:** collaborate with Executive Director to make content updates to coincide with key messaging, events, goals and programs.
- **Video Content:** manage creation, editing, development and uploading of video content to multiple channels.
- Create and execute an annual marketing calendar for all events, programs and campaigns for TFNU.
- Assist with TFNU Membership Campaign and other Fundraising efforts.
- Produce annual newsletter. Work with the Executive Director to identify and prepare content, including graphics and verbiage. Coordinate design and layout for the newsletter.
- Provide Marketing support for events, fundraising, and general TFNU marketing goals.
- Assist Executive Director as needed.

### **Professional Qualifications:**

- Strong knowledge of social media channels, trends and strategies. Experience managing interactive social media content and calendars
- Strong written and oral communication skills
- Well-organized, self-motivated, and proactive

- Ability to design, plan, and execute programs and projects
- Knowledge of and ability to use software, including word processing, email, presentation, publishing, spreadsheet, database
- Ability to make timely decisions when faced with competing priorities
- Skills to collaborate with staff, board members, partner representatives and other volunteers
- Ability to prioritize and handle simultaneous projects
- Able to pass employment background check

This position is a good fit for individuals who are self-motivated, well-organized, detail-oriented, comfortable working independently, able to multitask, and willing to take initiative. It requires excellent verbal and written communication skills.

Please email resume and at least one letter of recommendation to [tfnu@tfnu.org](mailto:tfnu@tfnu.org) no later than 3/1/2025.

*Trails Foundation of Northern Utah is a 501(c)(3) nonprofit that builds trails to create a culture where all have places to walk, run and ride as they enjoy nature and connect with their neighbors in Northern Utah. We are committed to the idea that a non-motorized network of public trails and pathways significantly contributes to our community's economic vitality and quality of life.*

Trails Foundation of Northern Utah works with elected officials, employees of governments, philanthropists and community members. As an employee of TFNU, you shall work to continually improve the good reputation of the organization in the communities in Northern Utah and with state-wide organizations.