



JOB DESCRIPTION

Job title	<i>Marketing & Events Coordinator</i>
Reports to	<i>President & CEO</i>
Status	<i>Full time, salary</i>

Job purpose

The Marketing & Events Coordinator will oversee a variety of marketing, communications, public relations, social media and event functions that contribute to the success of the Foundation and implementation of its mission to enhance education, research, conservation and the visitors experience at the Tom Ridge Environmental Center and Presque Isle State Park.

Duties and responsibilities

- Oversee various communications strategies of the Foundation including email newsletters, social media accounts, printed pieces and website updates.
- Proactively seek out public relations opportunities that highlight the work and mission of the Foundation and other environmental partners
- Coordinate any paid advertising for the Foundation including recommending advertising opportunities, working with vendors, and helping to create ad content.
- Assist with the planning and implementation of a variety of Foundation events including exhibit openings, meetings, donor recognition events, fundraising events and more.
- Assist with the planning and facilitation of third-party rental events at TREC including customer relations, logistics planning, set up and on-site oversight
- Provide assistance, as requested, to various building partners on collaborative events, programs and projects.
- Serve as backup staffing for gift shop and theater
- Other duties as assigned by the President/CEO

Qualifications

- 1-3 years experience in marketing, communications or similar roles
- Bachelor's degree in business, marketing, communications or similar field
- Basic graphic design experience preferred
- Working knowledge of websites, email marketing, and social media
- Ability to adapt to new technology systems
- Ability to build rapport and positive relationships with coworkers, volunteers, members of the public and the myriads of people who work in the building from various organizations
- Highly effective problem-solving skills
- Ability to prioritize tasks and work on multiple projects in various stages of completion simultaneously
- Experience working with volunteers preferred
- Proficient in MS Office
- Superior verbal and written communication skills.
- Ability to work independently and as part of a team.
- Must have a valid driver's license.

Working conditions

This position has several special working conditions which include regular evening and weekend work, long periods of standing, and working professionally with all members of the public.

Physical requirements

AMERICANS WITH DISABILITIES ACT STATEMENT:

External and internal applicants, as well as position incumbents who become disabled, must be able to perform the essential job functions of the Marketing & Events Coordinator position (listed within Position Specifications) either unaided or with the assistance of a reasonable accommodation to be determined by the organization on a case-by-case basis.

Position Specifications Physical demands

1. Standing for long periods of time
2. Heavy lifting from 15-50 pounds.
3. Some carrying up to 50 – 85 pounds.
4. Manual dexterity to operate keyboard

Temperament

1. Ability to work as a member of a team
2. Must be courteous to public and co-workers
3. Must be cooperative, congenial, service oriented, and promote these qualities among staff and volunteers
4. Must be able to respond to directions and accept constructive feedback

5. Ability to work in an environment with frequent interruptions
6. Must be flexible and able to work in a fast-paced, dynamic environment.

Cognitive Ability

1. Ability to follow verbal and written directions
2. Ability to read and respond to written correspondence
3. Ability to listen to others on the telephone and in person
4. Ability to complete assigned tasks with minimal supervision
5. Ability to read, write, and do complex computations
6. Ability to use correct grammar, sentence structure, and spelling
7. Ability to compose clear, concise sentences and paragraphs
8. Ability to work independently and make work-related decisions
9. Ability to exercise good judgment in prioritizing tasks and problem solving
10. Ability to communicate effectively to the public

Sensory ability

1. Visual acuity to read correspondence and computer screen
2. Auditory acuity to be able to use a telephone
3. Ability to speak clearly and distinctly

Approved by: Jennifer Farrar
Date approved: January 5, 2026