



JOB DESCRIPTION

Job Title:	Communications & Events Coordinator
Department:	Cumming Nature Center
Direct Supervisor's Title:	Director, Cumming Nature Center
Location:	RMSC Cumming Nature Center
FLSA Status:	Non-exempt
Full-time/Part-time:	Full-time (35 hours)
Salary:	\$21-\$22/hour
Date Prepared:	February 6, 2024

JOB SUMMARY

The Cumming Nature Center (CNC) Communications & Event Coordinator speaks for the trees!

The CNC Communications & Events Coordinator is a core member of the CNC team, helping diverse audiences connect with the natural world. They are responsible for the execution of CNC's organic social media pages and event-related communications, website updates, and branding consistency, as well as promoting the CNC's varied experiences, exhibitions, and programs. The position includes managing venue details for weddings and coordinating CNC events like Maple Sugar Weekends, Myco Mania, and Frost Town Trail Fest, among others.

This person acts as a liaison to the Rochester Museum & Science Center Marketing and Communications team and works closely with that team to develop marketing content and collateral for all programs and events, including articles, posts, and flyers. This person will be responsible for flyers and poster distribution in the local communities we serve.

The CNC Communications & Events Coordinator must be a great communicator, have excellent writing, speaking, and grammar skills, easily interact with groups of people, and be able to manage long-range projects, initiatives, programs, partnerships, and events. Working with other CNC staff, the person in this position will operate the front welcome/reception desk up to 1 day per week. This person must also be able to work at least 2 weekends per month. It's important that the CNC Communications & Event Coordinator enjoys being outdoors in all weather and is able to relate their excitement for the outdoors and outdoor learning to our audiences.

Work schedule may include flexible hours, weekends, weekdays, evenings, holidays, and extended hours to meet the needs of the organization. Management retains the right to alter work schedules accordingly.

DUTIES (and estimated percentage of time spent)

Describe duties, responsibilities, essential functions:	
Coordinate and plan CNC signature events and rentals, especially weddings. Develop and maintain partnerships with businesses, groups, and other vendors to enhance these events. Work with the CNC team to plan, organize, and execute CNC events and rentals.	30%
Work collaboratively with the CNC Director and RMSC Marketing and Communications team to coordinate CNC communications and advertising needs. Act as liaison for CNC in these efforts. Help improve internal communications, review and brand program communications, and work collaboratively with the RMSC Marketing team to guide development of the CNC communication strategy. This includes coordinating publications, newsletters, print media, email announcements and video for all programs and events.	30%
Develop, manage, and maintain the CNC social media presence on Facebook and Instagram. Send quality messages on these channels, monitor discussion, and direct customer interaction on all social media sites. Develop content that engages and excites followers.	15%
Manage CNC-related updates on the RMSC website including writing or editing clear, concise, and comprehensible content. Make timely updates and edits to the website including copy, photography, and multimedia, and ensure consistency, accuracy, readability, and appropriateness of style. Produce and update web pages that are aesthetically pleasing, user-friendly, and consistent with the overall website and RMSC brand.	15%
Operate reception desk, prepare facility for programs & other duties as assigned.	10%

I. JOB DIMENSIONS

<p>Responsible/accountable to collaborate with RMSC Marketing team to use digital strategies to improve visitor engagement and to promote Cumming Nature Center programs, exhibitions, and other offerings.</p> <p>Responsible/accountable for smooth management and coordination of CNC events.</p> <p>Responsible/accountable for collaborating with the Director to ensure financial sustainability for all events.</p> <p>Responsible/accountable for improving and increasing overall CNC visitor and audience communications across all media types.</p>
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II. SUPERVISORY RESPONSIBILITIES

None

III. REQUIREMENTS

Technology, Equipment, Tools:

- Experience with Google email system, G-Suite, Microsoft Word, Excel, PowerPoint, MailChimp, Facebook, Instagram, Youtube, and Canva.
- Knowledge of website content management systems such as wordpress, joomla, or wix is a plus.
- Understanding of graphic design, file formats (eg: .png, .jpg, .mp4, etc), photo/video resolutions, web, television and radio formats is a plus.

Mental Activity:

Language skills –

Strong language, writing and grammar skills necessary.

Ability to write and edit letters and articles for publication.

Ability to correspond and communicate with the public.

Able to plan and manage short and long-term projects.

American Sign Language a plus

Reasoning ability-

Ability to solve practical problems/troubleshoot 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. Ability to exercise judgment and make decisions within standard practice.

Physical Activity:

Walking around the nature center (both indoors and outdoors) will be required on uneven surfaces and in all types of weather. Ability to lift 50 lbs.

Work Environment:

While performing the duties of this job, the noise level in the work environment is usually quiet. Elevators are available within the Museum and Nature Center to navigate multiple floors. This role does have the opportunity to work remotely (maximum 20% of time after 2 months), determined with the CNC Director.

IV. QUALIFICATIONS

Education/Experience Requirements:

- Bachelor's degree in communications, business, marketing, or equivalent experience. Digital marketing and communications experience is a plus. Experience in event coordination and customer service is highly desirable.
- Strong organizational and project management skills
- Ability to manage multiple projects simultaneously and prioritize workload within a fast-paced environment while meeting assigned deadlines
- Professional motivation with initiative to source the appropriate resources and tools

with limited direction

IV. APPROVALS

Department Manager/Director _____

Date: _____

Department Vice President _____

Date: _____

Human Resources _____

Date: _____

This job description reflects management's assignment of essential functions and does not restrict management's right to assign or reassign duties and responsibilities to this job at any time.