



ECRT Director of Communications Position Description

This is a volunteer position that gives you the opportunity to help chart the course for the 27-mile Erie Cattaraugus Rail Trail, and be a key player in creating this legacy trail in Western New York. ECRT is looking for a Communications Director to lead the organization's public relations, messaging and awareness campaigns through traditional media, social media, community outreach, messaging and branding strategies. The Communication Director is supported by and has oversight of the Communications Committee, including talented volunteers who are experts in web management, video production, graphic design and content creation/distribution.

Responsibilities include:

- Advocate for the trail – promote ECRT mission, vision, goals, and progress
- Develop and deliver key messages to build awareness and support for the trail
- Oversight of the Communications Committee
- Owner of ECRT website
- Drive traditional media outlets and social media outreach
- Communications and media support for fundraising events, campaigns and activities
- Design and produce promotional materials

Individuals with previous experience in Communications and Public Relations encouraged to apply. If you have interest in joining our team, please send your contact information and relevant experience to mbrummer@ecatrail.org.