



Outreach Coordinator

Full-Time

Salary: \$50,500

Generous PTO, health benefits and 401k

The Elizabeth River Trail Foundation is seeking a full-time Outreach Coordinator to support the mission of the ERT.

The Elizabeth River Trail (ERT) Foundation plans, programs, and advocates for the Elizabeth River Trail connecting Naval Station Norfolk to the Virginia Beach Trail. The ERT Foundation will be a global model of waterfront trail resilience and education that supports connected communities, inclusive infrastructure, and economic development as part of a regional trail system.


Job Summary: This position offers the opportunity to work in a fun, creative, and flexible work environment with the full support of the Executive and Assistant Director and an incredible Board of Directors. The Outreach Coordinator will primarily work on grant-funded community outreach and planning to the St. Paul's community, additional NRHA communities off-trail, and eastern communities in the proposed extension of the ERT to Virginia Beach. The Outreach Coordinator would represent the ERT Foundation at community events and meetings, and assist the Executive Director with outreach/advocacy efforts to help increase support and awareness of the trail, while also assisting with building fundraising connections and corporate partner opportunities. As the ERT Foundation looks forward to connecting the trail to more communities, relationship-building, fundraising, and off-trail community outreach are vitally important. Essential duties include:

Outreach and Advocacy

- Organize outreach events to engage new trail users, grow awareness of the trail, and provide trail education.
- Collect and analyze demographic information to identify opportunities and outreach needs.
- Identify key community stakeholders, trail advocates, and community liaisons for board and committee seats
- Oversee content of print and digital outreach materials.
- Represent the ERT Foundation at community events and meetings as needed.
- Attend DEI Committee meetings to help coordinate community outreach efforts in line with committee objectives and the Foundation's mission, while supporting the DEI Chair.
- Research and report on local, state, and federal legislative priorities and opportunities.
- Demographic surveys and data analysis

Fundraising

- Support the Fundraising Committee's efforts to fundraise via grants, events, and strategic partnerships.
- Assist the Executive Director with grants research, applications, and budget tracking.
- Identify grant opportunities and submit draft applications.
- Support the grant writing and application process by helping to maintain the ERT grants database and grants calendar

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- Attend Fundraising Committee meetings and prepare draft meeting agendas and minutes.
 - Help coordinate fundraising events.
 - Assist in managing donor databases, donor relationships, and donor recognition.
 - Assist with outreach and coordination of a future capital campaign.

General Administrative

- Support ERTF committees as needed.
- Respond to general public inquiries on trail events, projects, and concerns.
- Identify communities and individuals for “Voices on the Trail” social media series
- Assist in content creation for the monthly e-newsletter (Mail Chimp).
- Ensure accurate expenditure tracking of projects, supplies, and contracts.

Qualifications

- A love for the Elizabeth River Trail and its mission.
- Ability to independently represent the Foundation at speaking engagements.
- Proven track record of relationship building.
- Project and budget management experience.
- Bachelor's/Associate's degree OR 4+ years experience working in an office or nonprofit setting.
- Excellent computer skills, including proficiency in Microsoft Office, Google Drive and databases.
- Excellent organization, multi-tasking, problem-solving skills, and attention to detail.
- High level of oral and written communication skills including active listening and empathetic communication.
- Self-directed and autonomous work ethic with the ability to shift priorities quickly.
- Ability to work flexible hours including evenings and weekends to meet the needs of community events.
- The ability to work effectively in collaboration with diverse groups of people, diffuse tension and elevate commonality.
- Ability to traverse the trail on foot or by bike, work in outdoor weather conditions, and frequently lift/move 20-lb boxes and set up tables/tents for events.
- Social media experience.

Desired Qualifications

- 4+ years of customer service experience.
- Passion for equity and familiarity with current inclusion practices and facilitating dialogue.
- High level of ethics, empathy, and dependability.
- 2+ years experience in community outreach and/or advocacy work.
- Experience coordinating volunteers and volunteer-led projects/committees.
- Grant research and metrics reporting experience.
- Experience executing outdoor special events is highly desirable.