



JOB DESCRIPTION

Job Title:	Communications Coordinator
Team(s):	Communications
Reports To:	Senior Communications Manager
FLSA Status:	Non-exempt
Pay Grade:	Coordinator 1 or Communications Coordinator 2
Location:	Seattle Office / Hybrid

Job Summary

The Communications Coordinator furthers the Mountains to Sound Greenway Trust's public engagement goals and brings campaigns and priorities to life by connecting with volunteers, donors, and community members through communications, outreach, and event support. Their work strengthens relationships and expands awareness of our mission, helping more people engage with and support the Mountains to Sound Greenway Trust.

The Communications Coordinator contributes directly to organizational campaigns and initiatives, carrying out assigned projects and providing hands-on support to ensure communications and events are well organized and effectively delivered. With coaching and guidance from senior staff, they also have opportunities to share ideas and help shape new ways to engage our community – supporting our growth as we build stronger pathways from awareness to volunteerism and giving.

Essential Job Functions

Event & Outreach Support (30%)

- Support promotion of organizational events (volunteer and non-volunteer) and campaigns by creating invites, landing pages, social media posts, flyers, etc.
- Maintain the Greenway Trust's online events calendar, ensuring listings are accurate and designed to support participant recruitment.
- Post events to public calendars and distribute materials to communities.
- Research and pursue opportunities to engage affinity groups (ex: run clubs, Rotary clubs, etc.) in Greenway Trust events, campaigns, and programming.
- Respond to outreach/tabling requests by preparing supplies, printing/creating materials, and stocking bins.
- Represent the Greenway Trust at select community events.
- Assist with planning and on-the-ground support for major public Greenway Trust events, including Explore the Greenway Trips, signature volunteer events, fundraising events, and others as needed.

Content Creation (30%)

- Write and design content for email newsletters, blog posts, social media, and website pages that highlight impact and engagement opportunities.
- Create and update collateral such as posters, flyers, graphics, and promotional toolkits using tools like Canva.
- Capture, edit, and upload photos and videos at events and in the field for use in communications.

Volunteer & Donor Engagement (20%)

- Support donor and volunteer communications tied to campaigns, appeals, and events.
- Assist with cultivation and stewardship activities by preparing thank-you messages; donor, volunteer, and sponsor recognition pieces; and impact stories.
- Support pre- and post-event communications that build stronger supporter connections.

Team Support & Process Improvement (15%)

- Track and report on campaign, event, and email performance.
- Collaborate with Operations staff and consultants to keep contact and audience information accurate and up to date in Salesforce.
- Contribute ideas for new processes and tools to improve engagement, with coaching and guidance from senior staff.
- Oversee the Greenway Trust's digital asset management system (Pics.io), working with staff members to ensure photos and videos are organized, accessible, and up to date; and fulfill photo and video requests.
- Manage the organization's branded merchandise, including tracking inventory, restocking, and coordinating orders with staff.

Other (5%)

- Perform other duties as situations require or as assigned by supervisor.

Knowledge, Skills and Abilities

Education: Bachelor's degree or comparable work experience in communications, marketing, fundraising, or community engagement (nonprofit experience a plus, but not required).

Experience: This is an entry-level position well-suited for someone with one to three years of demonstrated, relevant experience from internships, extracurricular activities, jobs, etc. We are seeking a candidate with a combination of the following skills:

- Strong writing and editing skills, with the ability to tailor content for different audiences.
- Experience with basic graphic design principles and video editing (Canva, Adobe Creative Suite, or similar).
- Ability to capture appealing photos and video for use in communications.

Licenses or Certifications: There are no licenses or certifications required to apply for this position. A current driver's license and access to reliable transportation will make attending meetings and site visits easier.

Technical Skills:

- Proficient user of Microsoft Office products and experience with major social media platforms.

- Familiarity with digital tools such as email marketing platforms, CRM systems (Salesforce), website CMS (WordPress), and social media management tools a plus but not required.

Personal Characteristics:

- Passion for the mission of the Greenway Trust and its values of being trusted, inclusive, collaborative, positive, pragmatic, and impactful.
- Strong organizational skills, personal initiative, and attention to detail, with demonstrated ability to manage overlapping projects and successfully meet respective deadlines.
- Interest to learn about issues that the Greenway Trust works on, about partners we work with, and how to use specialized technology tools (e.g., Salesforce, Campaign Monitor [email marketing], Form Assembly, Adobe Creative Suite, WordPress, etc.).
- Demonstrated ability to work constructively as part of a team and as an individual contributor.
- Willingness to be given a challenge and help collaboratively develop possible solutions

Work Environment and Physical Requirements

This position is a hybrid position with consistent office work taking place at the Greenway Trust's Seattle Office, an employee's home, and other meeting locations and occasional fieldwork in local parks and wilderness locations. The office work requires consistent computer and meeting time (sitting and standing) and occasional site visits require work in all types of weather and walking (at times for more than one mile) across uneven terrain.

This job description is intended to describe the general nature of this job and may not include all responsibilities that might be required of the person holding this position. This job description is subject to change at any time at the sole discretion of the Mountains to Sound Greenway Trust and does not establish a contract for employment.

Prepared by: Katie Egresi, Senior Communications Manager

Date: September 22, 2025

Revise by: Tor Bell, Operations Director

Date: October 8, 2025