

Position Title:

Communications Coordinator

ACA Mission:

Founded in 1880, the American Canoe Association (ACA) is a national nonprofit 501(c)(3) organization serving the public by providing education related to the many aspects of paddling; stewardship support to help protect paddling environments; and sanctioning of programs and events which promote paddlesport competition, exploration, and recreation. Since 2017, the ACA has served as the National Governing Body for canoe, kayak and paracanoe for the United States Olympic & Paralympic Committee.

Position Description:

The Communications Coordinator is responsible for collaborating with other ACA departments to drive member engagement, ensure positive brand recognition, and foster engaged community relations and outreach. The Communications Coordinator must be a skilled communicator, team player, and strategic storyteller with a vested interest in paddlesports.

This position's primary task will be to develop and implement an Annual Communications Plan and related key messaging to support the ACA's strategic plan through its major programs, initiatives, and special projects. The Communications Coordinator's work should shine a light on individuals, clubs, teams, and events to reinforce ACA's collective commitment to the sport, the community, and the natural recreational resources on which paddlers rely.

Job Responsibilities:

- Gather, create, and produce engaging content for the ACA communication assets:
 - Assist in the continuous review, revision, and improvement of the ACA website
 - Create campaigns through strategic, targeted posts for the ACA's social media platforms which include Facebook, Instagram, LinkedIn, and YouTube
 - Assist with ACA publications including the monthly newsletter and the quarterly Paddle eMagazine
- Respond to general inquiries from ACA members and the public

General Qualifications:

- Broad knowledge of safety-related recreational boating practices
- Working knowledge of several paddlesport disciplines

- Superb communication skills, both written and verbal. A writing sample will be requested as part of the selection process.
- Experience in managing social media communications including the distinct strategies for successful messaging delivered via Facebook, Instagram, LinkedIn and YouTube
- Demonstrated attention to detail and time management
- College degree, preferably in outdoor recreation, education, marketing, communications, or a similar field
- Enjoy working with people and contributing to a pleasant and collaborative work environment

Secondary Qualifications:

- ACA Instructor Certification in one or more paddling disciplines is preferred
- Experience in graphic design, digital marketing, and video editing
- Employee may work remotely from anywhere in the United States but must be willing to spend at least 2 weeks per year (not consecutive) in the ACA office located in Fredericksburg, Virginia

The Ideal Candidate:

- Is self-driven, motivated, and very organized
- Enjoys designing and creating materials to tell stories whose impact is compelling
- Thinks creatively and acts on new opportunities
- Loves to meet new people and make connections
- Is already immersed in the paddling community
- Is efficient and able to finish projects in a timely manner
- Is an articulate writer with a friendly, consistent, and encouraging voice
- Is willing to assist other departments with work that “isn’t part of the job description”

Compensation:

- This position is full time and exempt.
- Salary range: \$40,000 to \$45,000.
- Insurance available: Health, Dental, Life, AD&D, STD, LTD.
- Vacation and paid leave:
 - 10 vacation days
 - All federal holidays
 - 6 sick / 3 personal days

Additional Information:

- Candidates must:
 - Agree to a Background Check and drug screening
 - Be able to manage all personal care and mobility independently
- Start date is negotiable
- Cover letter and resume are required