



## **Freedom's Way Heritage Association Hidden Treasures Festival of Nature, Culture and History Project Manager/Community Engagement Coordinator**

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Freedom's Way Heritage Association seeks a dynamic, multi-talented individual to oversee the management and implementation of our signature community engagement initiative, the Hidden Treasures Festival of Nature, Culture and History.

Launched in 2015 as part of a mission-driven strategy to raise awareness of and appreciation for Freedom's Way National Heritage Area's natural, cultural, and historical resources, Hidden Treasures is offered annually during the month of May. Over the course of the month, the festival organizes and promotes events and activities hosted by local partners within the region's 45 communities to celebrate their unique places, objects, and stories. These can include, but are not limited to, walks, tours, open houses, and educational programs. A series of virtual webinars, coordinated by the Heritage Area, complement the community offerings.

The Hidden Treasures Project Manager/Community Engagement Coordinator will work directly with the Executive and Deputy Directors to implement the program. While building upon Hidden Treasures' past successes, it is a goal in 2023 to infuse the initiative with new avenues for growth and engagement, providing the Project Manager/Community Engagement Coordinator an opportunity to introduce new perspectives and creative input. Strong communication and collaboration skills are critical to the position as the Project Manager/Community Engagement Coordinator is responsible for developing written collateral as well as reaching out to and meeting with prospective partners.

There is the potential to grow the position within the organization to support other community engagement initiatives.

### **Duties and Responsibilities include but are not limited to:**

#### **Planning/Community Outreach:**

- Refine Hidden Treasures program collateral/develop outreach materials
- Build upon existing program documentation to develop and maintain collaborative relationships with community partners to encourage development of programs and projects for Hidden Treasures. Partners include but are not limited to, historical, cultural, environmental, arts, municipal, and youth organizations

- Reenergize relationships with former community partners who may not have been in contact with Freedom's Way in some time and initiate outreach to prospective new community partners
- Collaborate with community partners to develop and offer events, activities, and experiences that reflect the Heritage Area's nationally important themes set forth in its Management Plan

### **Program Management:**

Serving as the primary contact for program-related communications with Hidden Treasures partners the Project Manager/Community Engagement Coordinator will:

- Collaborate with staff in the strategic planning and execution of the festival's community engagement campaign
- Plan and execute social, digital, and print media outreach promotional strategies to 1) encourage participation from existing and prospective community partners and 2) promote program offerings to the public, with an emphasis on reaching new audiences.
- Oversee the production of the program guide
- In coordination with the Executive and Deputy Directors organize and implement the webinar series
- Follow up with community partners after their event has taken place to collect required reporting metrics and documentation

### **Marketing & Outreach**

- Maintain records of communications to populate the Heritage Area's connectivity database which organizes contacts allowing for a broad understanding of status of relationships and connections.
- Create visibility opportunities throughout the region through relationship building, outreach & cross-promotional marketing efforts.
- Identify opportunities for promotional partnerships for public programming, including business sponsorships
- Attend community events to distribute collateral, build relationships, and represent Freedom's Way National Heritage Area
- Perform other duties as needed

### **Qualifications:**

- Interest, knowledge and understanding of the importance the role natural, cultural, and historical resources play in shaping a sense of place
- Ability and comfort working with others in a collaborative fashion
- Self-motivated with the ability to work independently
- Strong written and verbal communication skills
- Working knowledge of office automation and software, including Microsoft Office
- Proximity to the Heritage Area

**Compensation/Type of Position:**

This is a part-time contract position estimated at 20 hours per week from January 1, 2023, through June 30, 2023, with a possibility for continued engagement. Hourly wage between \$25.00 - \$40.00 per hour based on experience.

Freedom's Way operates in a hybrid work environment. Ability to drive and access to a vehicle is required.

**How to Apply/Contact:**

Please submit a cover letter summarizing your professional experience as it relates to the job description accompanied by a resume.

Email the required materials to Patrice Todisco, Executive Director at [ptodisco@freedomsway.org](mailto:ptodisco@freedomsway.org). References may be requested. Position is open until filled.

Freedom's Way Heritage Association is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. Freedom's Way is committed to building a diverse staff and strongly encourages applications from minority candidates.