

OUTREACH AND MARKETING COORDINATOR

The Outreach and Marketing Coordinator will work with the leadership team to create, develop and roll-out marketing plans and outreach initiatives, which include written, visual, and electronic communications (including social media).

To accomplish this objective, the *Outreach and Marketing Coordinator* may:

- create content to push onto social media platforms
- assess and recommend changes to the website
- craft and manage a newsletter
- take photographs at **Mariposa Trails** events (trail-tending, hiking outings and community festivals)
- organize, catalog and post images from events
- manage merchandise (cups, stickers, bandanas, shirts, hats)
- create a float for parades

