



Job Announcement Program Coordinator

The Central Oregon Trail Alliance (COTA) seeks a versatile, resourceful, and experienced Program Coordinator. This is a role where initiative, positivity, attention to detail, and versatility are key. The Program Coordinator will embody COTA'S mission to develop, protect, and enhance the Central Oregon mountain bike experience.

This role is a combination of marketing, communications, event planning, general administration, public relations, and more. We're looking for a generalist who enjoys engaging with people, excels at a variety of tasks, can take initiative, and has great creative judgement. Responsibilities and priorities will be dynamic, so the right candidate will enjoy variety and evolving responsibilities. The Program Coordinator reports to the Executive Director and will work closely with COTA's six chapter representatives, Board members, and volunteers.

The job is 24 to 32 hours a week, allowing schedule flexibility. Evening and weekend work, as well as travel throughout Central Oregon, will be routinely required.

About You:

- Initiative—you seek out things to do and take ownership of making them happen.
- Detail-oriented—You can think of what's needed at a detailed level and complete high-quality work on both routine and complex tasks.
- Organized and creative—lists of to-do's don't intimidate you and you bring creative ideas or approaches to your work.
- Motivational—you know how to motivate volunteers and how to incentivize people to act.
- Grateful—you enjoy thanking people who donate their time or money.
- People person—you like engaging and working with people and are a natural extrovert.
- Taste—you exercise great judgement creatively and work well with others to be creative.
- Mission-driven—you love trails and share our passion for mountain biking!

Responsibilities:

- Manage COTA's member database; including donor acknowledgement, thank you cards, and regular updates.
- Manage membership drives and strategize effective processes to scale member engagement.
- Manage the Volunteer Rewards Program. Procure rewards from new and existing business partners, set up reward benchmarks, and distribute to our volunteers.
- Support COTA's communication and marketing functions like newsletters, social media, and our website. Collaborate with volunteers to ensure COTA has a robust public presence. Create engaging content for social media, website, and newsletter. Design and execute marketing campaigns. Utilize analytics to increase effectiveness across all channels.



- Plan events and manage event execution. This will range from calendar planning, finding venues, event marketing, and managing day-of logistics.
- Assist the Executive Director with a variety of general administration and projects.
- Work with volunteers by identifying, onboarding, resourcing, and managing them.
- Ensure that COTA has sufficient and organized documentation of all relevant activities.
- Manage COTA's marketing collateral to ensure we have sufficient supplies.

Qualifications:

- Minimum of 5 years of work experience demonstrating increasing levels of responsibility.
- Must have great writing, editing, and verbal communication skills.
- Demonstrated attention to detail.
- Able to balance competing objectives and possess excellent time management skills.
- Demonstrated ability to plan for and manage events.
- Experience in marketing and communications. Ability to create and post relevant content for marketing purposes (e.g., social media, website, and newsletter) and monitor COTA's social media and online presence.
- Must be proficient in general office software and social media applications. Proficiency in our specific applications is a plus (Google Suite, Salesforce, Weebly, etc).
- A passion for mountain biking trails and COTA's mission and vision is essential.

Hours, Compensation, and Location:

- Hours and compensation: up to 32 hours a week, at an hourly rate of up to \$24 depending on qualifications and experience, plus an annual stipend for benefits.
- Location: Central Oregon (work from home and in the field).
- COTA is an equal opportunity employer.

To Apply: Send a resume and cover letter in PDF format to contact@cotamtb.com no later than November 22, 2021.