



## **Job Posting**

Communications and Marketing Coordinator

February 21, 2024

### **Who We Are**

The Buffalo Central Terminal reuse has strong momentum building a new future for the majestic historic landmark as a lasting cultural and economic hub for the community. The not-for-profit Central Terminal Restoration Corp. (CTRC) has been the caretaker of the Buffalo Central Terminal for more than 20 years and is overseeing the rehabilitation and reuse of the living landmark.

Loved near and far, the Buffalo Central Terminal is a new kind of connective force with a strong future as part of our Broadway Fillmore neighborhood, East Buffalo and our City and Region. We use a community driven Master Plan to guide our future as a vibrant hub once again – a beacon that attracts people and investment, celebrates, and fosters community voice and connections that shape broad and equitable revitalization efforts, and contributes to the strong future of the city and region.

The organization is making great strides. We are currently engaged in Phase 2 of construction to address the highest priority safety and stabilization issues, to reopen the Passenger Concourse for public access on a limited basis, and to expand use of the Plaza and the Great Lawn. The recently selected real estate development partner is working together with the CTRC to propel the reuse of the Buffalo Central Terminal. In 2023 a full season of events and activities drew a diverse and well attended audience, and we will grow the event offerings in 2024.

This generational investment in people and place has the strong support of the East Side Avenues program and Regional Revitalization Partnership of NYS and philanthropic funding.

### **Why Apply**

You will be part of a team with a deep commitment to building connections, partnerships, and authentic relationships with our neighbors in the Broadway Fillmore and the East Buffalo community, as well as across the city and region. You will be instrumental in raising the visibility of the Buffalo Central Terminal reuse and telling the story about the impactful changes underway and ahead.

### **Opportunity Overview**

CTRC is seeking a full-time Communications and Marketing Coordinator to lead the organization's efforts to build excitement and momentum about the Buffalo Central Terminal as a lasting cultural and economic hub for the community.

The Coordinator will play a key role in building an enduring identity - strengthening Buffalo Central Terminal's brand presence by combining the power of stories with strategies to inspire connection and action to support our visibility, engagement, and fundraising goals. The Coordinator will design and implement strategies across digital and traditional platforms to promote the Buffalo Central Terminal including the reuse and revitalization, events and programming, historic context, and fundraising efforts.

The successful candidate will have a commitment to and passion for the CTRC's mission, have a dedication to social justice, equity and inclusion, enjoy building relationships with community, have an innovative spirit, and an affinity for collaboration and teamwork. This position requires a self-starter and creative thinker, three years of experience in communication and marketing; strong organizational skills; excellent communication skills (verbal and written). A Bachelor's Degree is also required.

The Communications and Marketing Coordinator starting salary range is \$50,000 - \$55,000 depending on education and experience. Regular on-site presence at HANSA, along with the Buffalo Central Terminal, is required with some flexibility for at-home work. The anticipated start date is May 28, 2024.

Please send a letter of interest highlighting key qualifications and resume to [recruitment@buffalocentralterminal.org](mailto:recruitment@buffalocentralterminal.org). We will review resumes as received and will contact you regarding next steps.