

# **Communications Manager**



## **About the Tahoe Rim Trail Association (TRTA)**

Since 1981, the Tahoe Rim Trail Association has championed recreation in the Tahoe Basin. Today, the TRTA maintains and enhances a world-class 200-mile trail system with more than half a million annual users. The organization implements a variety of programming to teach users sustainable trail use practices, connect the public with the outdoors to create lifelong stewards, and mitigate the impacts of trail users on the trail and landscape so everyone can enjoy the Tahoe Rim Trail today and in the future.

## **POSITION SUMMARY**

**Reporting Structure:** This role reports to the Development Director

**Location:** Stateline, NV

**Job Classification:** Full Time, Exempt

## **ESSENTIAL DUTIES**

The Communications Manager supports the Tahoe Rim Trail Association by overseeing day-to-day communications efforts to promote the organization's mission, programs, and events. This role is responsible for creating and managing content, maintaining consistent branding, and engaging with stakeholders, including volunteers, partners, and the community, to build awareness and support for the TRTA. The Communications Manager works closely with the Development Director to align communication strategies with organizational goals and collaborates with the Engagement Coordinator to ensure seamless execution of engagement and outreach activities.

## **Program Development and Implementation**

- Ensure the consistency, creativity, and quality of the TRTA brand identity, credibility, and voice.
- Serve as a spokesperson for the TRTA and build relationships with targeted media outlets, coordinate media interviews, provide on-the-record responses based on the TRTA's advocacy plan, and shape news narratives around the TRTA's work, accomplishments, and priorities.
- Track and report on communications and marketing program effectiveness to the Board of Directors.
- Coordinate and execute communication strategies to support TRTA's programs and initiatives.
- Grow brand awareness and name recognition in the region.
- Oversee organizational outreach efforts, including trailhead and community outreach events, trail talks, and library displays.
- Collaborate with internal teams to ensure messaging aligns with TRTA's goals and priorities.

## **Communications Material**

- Develop content for digital and print platforms, including newsletters, social media, press releases, and the website ensuring a cohesive voice and message across platforms.
- Maintain and grow TRTA's social media presence by creating engaging posts and monitoring audience engagement.
- Update and maintain professional and creative templates for email marketing.
- Create promotional materials for events, programs, and volunteer opportunities.
- Draft and solicit content for the TRTA blog and news features.

## **Website Management**

- Work with the TRTA webmaster to ensure the TRTA website and plug-ins are kept up-to-date and secure.
- Boost website visits by tracking Google Analytics and leading Search Engine Optimization efforts.
- Establish and maintain the design integrity of the TRTA website to ensure all pages meet brand standards and reflect the professional nature of the organization.
- Maintain the TRTA website to ensure it meets goals to educate trail users, attract donors, program participants, and volunteers, and positively reflect the work of the TRTA.

## **Development**

- Support donor communication efforts in collaboration with the development team.
- Assist with strategic event implementation and advertising.

## **Supervision**

- Supervise the TRTA's Engagement Coordinator.
- As needed, oversee communications and marketing contractors and vendors, including graphic designers, web developers, translators, printers, etc.

## **Other Duties as Assigned**

All personnel will be required to perform duties outside of their normal responsibilities occasionally.

## **QUALIFICATIONS**

- Five or more years of communications work experience, preferably with a nonprofit.
- Work history in communications or a related field with a successful track record of communicating complex issues using a variety of mediums and tools.
- Exceptional written and verbal storytelling, copywriting, and copy-editing skills.
- Experience and competence in connecting with diverse audiences as an engaging speaker.
- The ability to work independently to manage and execute multiple projects and people with different priorities and deadlines.
- Demonstrated ability to coach, develop, and lead staff and supervise vendors and contractors.
- Proficiency in Microsoft Office Suite, HTML, WordPress, Google Analytics, as well as the Adobe Creative Suite, Canva, or a similar platform preferred.
- Experience with MailChimp and Salesforce or similar platforms.
- Demonstrated excellence in media relations and spokesperson capabilities.
- Bachelor's degree in communication, marketing, journalism, or a related discipline is preferred.
- Experience driving the development and execution of new programs.
- Commitment to the TRTA mission.
- Ability to pass a nationwide background investigation, including fingerprinting.
- Meet driving eligibility standards set by the TRTA's insurance carrier and up-to-date DMV report.
- Lift or move moderate weight up to 25 lbs.
- Work at a desk with a computer and/or phone for up to ten hours daily.
- Able to work in various types of weather conditions.
- Ability to work a variable schedule, including weekends.

The TRTA will work with employees to make reasonable accommodations as needed.

## **COMPENSATION AND BENEFITS**

Salary will be commensurate with experience ranging from \$60k-\$75K.

### **Benefits include:**

- Vacation accrual starting at fifteen days annually.
- Sick time accrual.
- 10 Paid holidays.
- Company-paid health insurance, including medical, dental, and vision through the TRTA Employee coverage with the option to add on family members at employee cost.
- Simple IRA matching contributions after meeting qualification requirements.
- TRTA values professional development and offers funding opportunities for relevant certifications, continuing education, and attendance at industry conferences.

## **TO APPLY**

Interested applicants are encouraged to visit [tahoerimtrail.org/jobs-internships](http://tahoerimtrail.org/jobs-internships). Candidates should apply through our website by completing the application form and uploading a cover letter, resume, and a writing sample.

**Applications are accepted until the position is filled. The ideal start date is February 3.**

Applicants with questions regarding this position should contact Veronica Palmer at [veronicap@tahoerimtrail.org](mailto:veronicap@tahoerimtrail.org).

### **The TRTA is an Equal Opportunity Employer**

The Tahoe Rim Trail Association provides all employees and applicants equal employment opportunities. It prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.