

Engagement Coordinator



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 over 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 Communications Manager

Location: Stateline, NV

Job Classification: Full-time, exempt

ESSENTIAL DUTIES

The Engagement Coordinator serves as the public face of the Tahoe Rim Trail Association, engaging with volunteers, visitors, and the community to build strong connections and support for the organization. This role is the first point of contact for incoming inquiries and is responsible for managing the front desk, phones, and email correspondence. The Engagement Coordinator works closely with the Communications Manager to ensure exceptional outreach and engagement efforts and plays a key role in fostering positive relationships with volunteers and other stakeholders.

Outreach Program Development and Implementation

- Manage the TRTA's Trail Talk program, including creating key performance indicators annually and soliciting speakers, recruit and supervise volunteer support, and organize venues to host.
- Manage venue partners for Education and Outreach events.
- Create and implement annual outreach and event schedules for the TRTA to meet strategic marketing goals.
- Attend key events or coordinate volunteers to attend to educate the public and represent the TRTA.
- Oversee the TRTA's Annual Photo Contest and production of the annual calendar.
- Track all outreach efforts provided by the TRTA to the public through email, social media, and phone.

Front Desk Management

- Manage TRTA merchandise program through online interfaces and physical inventory and handle all transactions in-office.
- Track TRTA sales and inventory quarterly.
- Act as the first point of contact with visitors and volunteers in the office.
- Manage the TRTA's phone system and serve as the main point of contact for TRTA mainline phone calls.
- Manage office supply inventory and order new equipment as requested.
- Collect TRTA mail.
- Manage the TRTA info email account.

Trail Ambassador Program Management

- Develop and oversee the Trail Ambassador program, including recruitment, training, scheduling, and ongoing support of volunteers.
- Train Trail Ambassadors on trail etiquette, safety protocols, wilderness education principles, and effective communication with trail users.
- Create and maintain schedules for Trail Ambassadors, ensuring adequate coverage at key trailheads and along the trail.
- Serve as the primary point of contact for Trail Ambassadors, providing guidance, resources, and addressing any questions or concerns.
- Monitor and evaluate the effectiveness of the Trail Ambassador program, collecting feedback from volunteers and trail users to make improvements.

TRTA Program Support

- Directs interested volunteers to appropriate programs.
- Strategizes with multiple departments on volunteer recruitment efforts.
- Foster relationships with volunteers by providing regular communication, support, and recognition to ensure retention.

Other Duties as Assigned

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

QUALIFICATIONS

A bachelor's degree in a relevant field such as marketing, public relations, outdoor education, recreation management, nonprofit management, or a related discipline or equivalent work history. Qualified candidates will be passionate about connecting people with nature and outdoor ethics.

Relevant Experience/Certifications for Ideal Candidates:

- Excellent writing and editing skills
- Event-planning skills and public speaking skills
- Ability to engage with difficult customers or correspond with important donors and volunteers
- Passion for the Tahoe Rim Trail Association's work and the ability to promote and communicate the philosophy, mission, and values to stakeholders with spark, imagination, and creativity
- Computer/Microsoft Office Suite proficiency
- Experience managing and creating social media accounts
- Proficiency with Adobe Creative Suite applications or Canva
- Prior experience volunteering or working for nonprofit organizations
- Bilingual in English and Spanish
- Outdoor recreation skills and experience with hiking, mountain biking, and/or horseback riding
- Ability to pass a nationwide background investigation, including fingerprinting.
- Meet driving eligibility standards set by the TRTA's insurance carrier and submit an 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.

COMPENSATION AND BENEFITS

Salary will be commensurate with experience ranging from \$50k-\$60K.

Benefits include:

- Vacation accrual starting at 15 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. 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.

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.