

TRAILBLAZERS

Job Title:	Public Relations Manager	Job Category:	Nonprofit
Reports to:	Managing Director	Travel Required:	Min. Travel Required
Level/Salary Range:	\$42,000 to \$52,500 commensurate with experience	Position Type:	Full time, Salary
Contact:	info@WeAreTrailblazers.org	Date Posted:	9/6/2022
Posting URL:	http://www.WeAreTrailblazers.org	Posting Expires:	Until filled

About Us

Trailblazers is a nonprofit formed in 2021 through the merger of NWA Trailblazers, an organization that has developed 300+ miles of multi-use trails, including the OZ Trails network, and BikeNWA, a bicycle advocacy and education-focused organization that has led the region in advocating for active transportation. Our core areas of work include Trail & Active Transportation Development and Community Outreach and Advocacy. Our mission is to lead the development of an innovative regional recreation and transportation movement that places trails, cycling, and active transportation infrastructure at the core of an inclusive, vibrant, and healthy culture.

JOB DESCRIPTION:

The Public Relations Manager will report directly to the Managing Director and will be responsible for the planning and execution of marketing and branding activities at Trailblazers. This includes, but is not limited to brand management, email marketing, digital marketing, event marketing, fundraising marketing, content marketing, copywriting, and campaign execution. Public Relations Manager will create and maintain a favorable public image for Trailblazers by communicating programs, accomplishments, and/or points of view. This role will oversee the Digital Media Manager.

COMPENSATION & BENEFITS:

Salary is commensurate with experience. Benefits are competitive and include health/dental/vision coverage (employer pays 75% of premium), competitive paid time off policy, retirement, active transportation commuting, and wellness benefit.

LOCATION:

1000 SE 5th St., Suite E. Bentonville, AR 72712 (Downtown Bentonville)

REQUIREMENTS:

The candidate must have excellent interpersonal, communication, and technical skills. The role requires initiative and decisiveness combined with flexibility and a capacity to give and receive feedback graciously. The ideal candidate will be a collaborative colleague who can work effectively in a small and dynamic office.

- 3-4 years of experience in progressively responsible strategic marketing or communications roles
- Bachelor's degree in marketing, communications, English, or a related field, a Master's degree is preferred
- Proficient communication skills – written and oral with the ability to look for insights and problem solving
- Proven knowledge and expertise of social media platforms used for marketing promotions
- Experience creating and executing marketing strategies/campaigns in a fast-paced, environment
- Exceptional writing, grammatical, and copy-editing skills and the ability to write original content
- Must be able to maintain multiple concurrent projects in a fast, fluid environment
- Demonstrated experience with strategy for social platforms (Facebook, Instagram, LinkedIn, TikTok)
- Capability to manage and coordinate projects with contractors (photographers, writers, etc.)
- Valid driver's license, proof of insurability

TRAILBLAZERS

ABOUT YOU:

- Highly detail-oriented with superb organizational and time management skills
- Ability to maintain a positive and professional attitude, especially in high-stress situations
- Ability to travel to conduct public relations (evening and weekend work may be required)
- Industry experience and passion for trails, cycling, or active transportation infrastructure is a plus
- Must be authorized to work in the United States

CORE RESPONSIBILITIES:

- Creating, planning, and executing marketing and communication strategies for the organization
- Creating and maintaining guides and processes related to all marketing and communications needs
- Set and report metrics for success of marketing and communications efforts (monthly, quarterly, etc.)
- Build relationships with media vendors and stay up to date with emerging industry trends that may improve our campaign performance.
- Excellent sense of curiosity, excellent judgment, willingness to collaborate, and a good grasp of standard marketing and communications measurement.
- Analyze the effectiveness of campaigns to make informed, data-driven decisions.
- Awareness of online marketing best practices.
- Help drive marketing campaigns, acting as a creative partner and thought leader
- Share insights from social media work regularly with the team to ensure content is optimized for social.
- Develop and implement strategic social media plans for campaigns.
- Update and maintain guides and processes related to digital channels
- Explore and develop new channels, content, & experiences that help us reach our communications goals
- Manage content generation from the team for monthly newsletter
- Write and distribute press releases in a timely manner
- Oversee program managers write and publish internal content pieces in a timely manner
- Work closely with the team members to schedule and attend regular content and planning meetings,
- Cover events in-person and remotely, such as, tv/radio coverage, press conferences, etc.
- Create and implement merchandising strategy and help coordinate the development of merchandise
- Act as a proofreader for all content that becomes public facing
- Other duties as requested and/or determined

PHYSICAL DEMANDS:

While performing the duties of this job, the Public Relations Manager is regularly required to stand; reach with hands and arms; use hands to finger, handle, or feel objects and/or controls; move/carry files; and sit, walk, talk, and hear. The Public Relations Manager must occasionally lift and/or move up to 25 lbs.

Specific vision abilities required to fulfill the duties of this job include close vision, the ability to perceive color, and the ability to adjust focus to handle extensive data collection, analysis, and summary reporting. Computer work will be a part of the daily workflow and process. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

WORK ENVIRONMENT:

The work environment is typical for this type of job, and the noise level in the work environment is normal for that of a small to mid-sized office.

TO APPLY:

Send a resume, cover letter, and portfolio to info@WeAreTrailblazers.org

The position is open until filled. Trailblazers is an equal opportunity employer.