

TRAILBLAZERS

Job Title:	Director of Communications and Marketing	Job Category:	Nonprofit
Reports to:	Managing Director	Travel Required:	Min. Travel Required
Level/Salary Range:	\$63,000 to \$73,500 commensurate with experience	Position Type:	Full time, Salary
Contact:	info@WeAreTrailblazers.org	Date Posted:	1/9/2023
Posting URL:	http://www.WeAreTrailblazers.org	Posting Expires:	February 2, 2023

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 Director of Communications and Marketing will be responsible for creating, implementing, and measuring the success of a comprehensive marketing, communications, and public relations program that will help to achieve Trailblazers' mission and vision. This includes all of the organization's marketing, communications, and public relations activities, including, but not limited to, email communications, digital marketing, event marketing, fundraising marketing, content marketing, copywriting, brand management, and campaign execution. The Director of Marketing and Communications will create and maintain a favorable public image for Trailblazers by communicating programs, accomplishments, and points of view. This role will oversee a Digital Media Manager that will assist the Director with creating and publishing content for marketing and communications. The Director of Communications and Marketing will report to the Managing Director.

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)

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 locally (evening and weekend work may be required)
- Must be authorized to work in the United States

Skills/Abilities/Knowledge:

The candidate must have excellent interpersonal, communication, and technical skills. The role requires initiative, decisiveness, flexibility, and the 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.

TRAILBLAZERS

The below requirements must be met and be relative to the nature of our work at our non-profit:

- 5+ years of experience in progressively responsible strategic communications and marketing roles
- Bachelor's degree in marketing, communications, English, or a related field, a master's degree is preferred
- Demonstrated proficiency in communication skills – written and oral with the ability to look for insights and problem-solving
- Proven knowledge and expertise in social media platforms used for marketing promotions
- Experience creating and executing marketing strategies/campaigns for programs and projects 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 the strategy for social platforms (Facebook, Instagram, LinkedIn, TikTok)
- Capability to manage and coordinate projects with contractors (photographers, videographers, writers, etc.)
- Demonstrated a sense of curiosity, excellent judgment, willingness to collaborate, and a good grasp of standard marketing and communications measurement
- Industry experience or a demonstrated passion for trails, cycling, or active transportation infrastructure
- Demonstrated experience with overseeing website content and using CMS systems for updating pages
- Experience developing and managing an organization's communications and marketing budgets
- Strong knowledge of using data software related to communications and marketing
- Valid driver's license, proof of insurability

CORE RESPONSIBILITIES:

- Create, plan, and execute communications and marketing strategies for the organization that convey the depth and breadth of the value that our organization provides to the public
- Create and implement processes and procedures for creating and publishing content for projects and programs
- Create a methodology and system for analyzing and reporting on the success of marketing and communications efforts (quarterly and annually etc.) for program managers, board of directors, and grant reporting
- Build relationships with media vendors and stay updated with industry trends that may improve our campaign performance
- Use best practices when developing strategy and implementing marketing and communications campaigns.
- Lead the organization as a creative partner and thought leader by combining publicity, advertisement, and media relations techniques to further the mission and vision of the organization
- 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
- Ensure that all organization materials have consistent and positive messaging and branding
- Explore and develop new channels, content, & experiences that help us reach our communications goals
- Lead the content generation with support from program and project managers for monthly newsletters, e-blasts, special campaigns, and press releases
- Ensure that the website is updated with the most timely and relevant content
- Oversee program managers write and publish internal content pieces
- Schedule and lead regular content and planning meetings with program and project managers
- 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 determined

TRAILBLAZERS

PHYSICAL DEMANDS:

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