



Communications and Marketing Manager

Trailnet is looking for an experienced communications professional to advance our work of making walking and biking a way of life in the St. Louis region. The Communications and Marketing Manager will lead our communications and marketing strategy to tell our story of success in achieving our mission, while maintaining and strengthening the Trailnet message and brand.

Trailnet has a wide audience of 2,000 members and more than 12,000 constituents that follow and support our work. This position is a highly strategic one, leading online, social media, print, PR, multimedia, and brand management initiatives in a fast-paced environment.

The Communications and Marketing Manager reports directly to the executive director, works closely with the leadership team, and supervises communications/rides coordinator, project assistant, multimedia and design specialist. Qualified candidates will have experience leading successful communications strategies for a variety of dynamic teams.

About the Organization

Trailnet is a nonprofit 501 (c) (3) organization with a 28-year history making walking and biking a way of life in the St. Louis region. Trailnet achieves its mission through a variety of programs that get people moving and help the region build for better walking and biking

Responsibilities

- Manage Trailnet's brand, messaging, and voice
- Oversee the development and release of all content for every department
- Create and deliver detailed marketing and communications plans for various initiatives, events, and programs
- Consult with staff to create and deliver promotions and marketing materials/media for projects, programs, and events
- Produce and manage email communications, including two separate newsletters
- Consult with staff to create and edit press releases, manage calendar of press releases, send press releases, manage press release media contacts
- Originate and negotiate marketing agreements, carry out and track all agreed-upon marketing activities with the support of the project assistant and communications coordinator
- Strategize, schedule, originate, and manage all Trailnet social media marketing
- Be the point of contact for public relations calls and activities and redirect to staff project/program/event owner as needed
- Create the content, design, and manage the production of Trailnet's print and electronic collateral: fundraising materials, postcards, flyers, press packets, etc.
- Create public notices, public or commercial radio scripts, Facebook and advertisements negotiate the ad contracts and manage placement
- Lead the creation of web content, Facebook event content, and website calendar events; monitor and maintain up-to-date and correct content on all platforms





- Organize and manage marketing materials and media; on-call monitoring of social media; track and document all media hits
- Provide copy editing and proofreading as needed
- Work tabling events as needed

Qualifications and Requirements

- Bachelor's degree
- 4 to 5 years of relevant experience and demonstrated history of quality media relationships
- Must be highly computer literate with the ability to effectively use technology and social media marketing strategies
- Creative writing/marketing skills
- Strong copy editing skills
- Strong written and verbal communications skills
- Proficiency in Adobe Creative Suite, Microsoft Office, and Word Press
- Organizational skills in scheduling and monitoring social media and contracted marketing activities and agreements
- Strong problem-solving skills
- Exceptional organizational and time management skills
- Strong management skills to oversee and prioritize the workload of multimedia and design specialist, project assistant, and communications/rides coordinator
- Self-motivated—able to work alone and as a member of a team
- Demonstrated ability to work in fast-paced and sometimes intense environment with a strong sense of prioritization
- Able to interact with a diverse community of staff, partners, participants, and volunteers
- Willingness to work some evenings and weekends throughout the year

Compensation: Competitive benefit package, salary commensurate with experience, flexible hours, casual work environment, office located in downtown St. Louis, a short walk from MetroLink. Company car is available for some business-related local and regional travel. Free membership to the Downtown Bike Station. Salary range is \$33,100- \$38,000.

Trailnet is an Equal Opportunity Employer. It is our policy to make all personnel decisions without discriminating on the basis of race, color, creed, religion, sex, physical disability, mental disability, age, marital status, sexual orientation, citizenship status, national or ethnic origin, and any other protected status.

Application Information

Applicants should send cover letter and resume to hr@trailnet.org. All applicants who apply by December 15, will receive an online survey link, on December 16 as the first step in the process.

