

Marketing and Communications Director

Full-time, exempt, \$56,000-\$65,000 annual salary with benefits.

About Trailnet

Trailnet is a non-profit 501(c)3 organization with a 35-year history of advancing the St. Louis Metropolitan Area as a place where walking, bicycling, and the use of public transit are a way of life.

About the Role

The Marketing and Communications Director will lead the strategic vision and execution of Trailnet's communications and marketing strategy to tell success stories, promote events and rides, and educate the public about issues and current events related to our work.

Trailnet has a wide audience of 1,700 members and more than 19,000 passionate constituents. This position is highly collaborative, leading online, social media, print, PR, multimedia, and brand management initiatives across several departments.

The ideal candidate will be a communications wiz who thinks several steps ahead and approaches challenges with creativity and resourcefulness. They will be highly organized, motivated and detail oriented with strong attention to detail and a strong sense of ownership. They will thrive in a highly collaborative environment with a "no job to small" mentality.

Reporting Relationships

The Marketing and Communications Director reports to the Chief Operating Officer, works closely with the leadership team, manages other communications consultants, and contractors. The Marketing and Communications Director coordinates internal communications and sets external communication priorities with the team leads from Development/Membership, Rides, Planning, and Policy. The Marketing and Communications Director will supervise a part-time Social Media Coordinator.

Work Conditions

The Trailnet office is located in Downtown St. Louis. The position is based in an office environment with work-from-home options and flexibility. For virtual work, a dependable high-speed internet is required for video calls.

The Marketing and Communications Director should have a presence at 10-15 outdoor events in the bi-state region, including distance bike rides and community rides throughout Spring, Summer, and Fall.

Core Responsibilities

Strategy, Management & Administrative (30% of time)

- Develop, implement, and evaluate an annual communications plan in collaboration with the leadership team.
- Propose and implement communication and marketing strategies to achieve organizational goals and objectives. This includes collaboration with the organization's leadership team and the heads of each program area.
- Create and deliver communications plans to support program priorities, including special events and campaigns
- Own Trailnet's brand, messaging, and voice across platforms and programs
- Manage the budget for advertising and marketing expenses.
- Track and measure the level of engagement within the network over time

Content Development (40% of time)

- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate. Delegate to the Social Media Coordinator as appropriate.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and Trailnet's website
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Provide copy editing and proofreading as needed for communications generated by other departments.

Media Relations (20% of time)

- Track and manage all media contacts
- Actively pitch story ideas about the organization to local, regional and national media outlets as appropriate.
- Manage the strategy and process for drafting and releasing press releases, collaborating with the lead staff person for the relevant program area

Event Support (5-10% of time, depending on the season)

(Trailnet events and outreach include 10-15 outdoor events in the bistate region, including distance bike rides and community rides throughout Spring, Summer, and Fall.)

- Provide hands-on assistance at bike rides and fundraising events. This includes helping with setup, teardown, and providing customer service at events.
- Cover events for communications needs: take photos, interview participants, record video, livestream, etc.
- Engage with members of the public at in-person engagement events. Provide information on Trailnet's mission and programs and answer questions or connect people with resources.

Qualifications

- Bachelor's degree or Associate's degree with commensurate experience (preferred degree programs include: communications, marketing, journalism, business, English, social science and other liberal arts)
- 5+ years of relevant experience in communications and/or marketing roles
- Non-profit experience preferred

Required Skills

- Highly collaborative style, enjoys and seeks opportunities to brainstorm and co-create with colleagues
- Experience developing and implementing communications strategies across teams or departments
- Excellent writing/editing and verbal communication skills
- A strong track record managing a variety of key initiatives concurrently
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Attention to detail
- Experience with content development, copywriting, social media management, advertising, proofreading, and copy writing
- Proficiency in Adobe Creative Suite, Canva, Microsoft Office, Google Workspace; experience with WordPress, Mail Chimp or similar software
- Organizational skills in planning social media and contracted marketing activities and agreements
- Customer service

Physical Responsibilities

- Transport up to 25 lbs. of materials from the office downtown to events in the community
- Work at a computer
- Work outdoors