



## **Manager of Communications and Membership**

### **Mission:**

To provide, protect, preserve, and promote recreational hiking trails and hiking opportunities in Pennsylvania

### **Position Overview:**

Keystone Trails Association (KTA) seeks its first ever Manager of Communications and Membership to coordinate and oversee the organization's communications activities, and interactions with members and donors. The position will work closely with the Executive Director, Manager of Events and Publications, and Manager of Trail Maintenance and Training

This is a full-time position (40 hours per week). The position is hybrid, requiring two days per week in KTA's Mechanicsburg office complemented by time working from home or attending periodic meetings, outings, or events

### **Responsibilities:**

- Oversee and coordinate core facets of KTA's communications:
  - Website operations, design, and content
  - Social media content, posting, and interaction
  - Electronic and printed newsletter design, creation, and dissemination
  - Electronic and printed promotional and interpretive flyers, pamphlets, posters, and banners
  - Press releases and media engagement, including maintenance of a media list
- Coordinate publicity for all KTA events and outings in collaboration with applicable colleagues
- Supervise and manage communications interns
- Assisting in selecting a communications consultant for development of a communications plan. Close collaboration with the consultant
- Production of short videos to promote hiking trails and the organizations that maintain them. Creation of other video content
- Orchestrate webinar series with trail club leaders to highlight their respective trails and activities. Support KTA training webinars
- Coordinate and publicize KTA photo contest
- Coordinate and publicize KTA awards program in conjunction with awards committee
- Make improvements to the aesthetics, content, and navigation of the KTA website
- Provide writing and editing support for new and/or updated trail maps and publications

- Assist with review and selection of an improved merchandising platform for sales of trail guides, maps, and books
- Create new digital (but printable) fact sheets to enlist more participation from diverse audiences. Topics might include the benefits of hiking, safety in the outdoors, an easy hikes series, etc.
- Create downloadable youth activities to stimulate an interest in hiking and environmental stewardship
- Coordinate translation of select activities and fact sheets into Spanish
- Research and implement website and newsletter redesigns to better serve existing and new audiences
- Liaison with FarOut and trail clubs to get feature trails onto the app
- Develop and annual calendar of donor and member appeals with the executive director
- Assist with review and selection of an improved donor software/database system for the organization
- Administer the donor/membership database, member renewals, donor appeals, and acknowledgements. This includes individual, family, and club memberships
- Administer a mini-grant program to benefit member clubs and organizations
- Execute periodic updates to member clubs communicating news, services, and opportunities exclusively for them
- Assist with grant writing and grant reporting
- Support major KTA events
- Periodic travel to events, meetings, and outings
- Other duties as assigned

**Qualifications:**

- Experience or academic training in key communication technologies, skills, and methods (i.e., websites, newsletters, social media, news media, etc.)
- Experience with creative graphics software
- Experience in donor and/or member relations
- Strong verbal and written communication skills
- Experience and poise in public speaking
- Enthusiasm for trails, the outdoors, and the mission of KTA
- Knowledge of and commitment to DEIJ principles

**Preferred Qualifications:**

- Experience with donor software and email marketing systems
- Experience in photography and/or videography
- Familiarity with the major hiking trails of Pennsylvania
- Familiarity with the trail and conservation-related organizations and agencies operating in Pennsylvania
- Understanding of conservation issues, especially as they relate to the sustainability and enjoyment of trails

**Compensation:**

This is a full-time (40 hours per week) exempt position. The annual starting salary is \$45,000 to \$47,000 based on experience. Benefits include a flexible schedule, generous leave policy, and 12 paid holidays per year. A work computer is provided, and work-related travel expenses are reimbursed. Currently, KTA does not offer healthcare or retirement benefits, but may do so in the future

**How to Apply:**

By January 15, please remit a resume and cover letter explaining your interest in, and qualifications for, the position. Please email these materials to [ktahike@kta-hike.org](mailto:ktahike@kta-hike.org).

**Keystone Trails Association is an equal opportunity employer** and encourages people of color; Indigenous people; LGBTQ+ people; veterans; people with disabilities; people who have formally been incarcerated; and others who are underrepresented within the conservation-related nonprofit sector to apply