

## Communications and Marketing Manager

Trailnet is seeking a qualified candidate to join our team as the Communications and Marketing Manager. The Communications and Marketing Manager will lead our media strategy to tell our story, while maintaining and strengthening the Trailnet message and brand. The ideal candidate will join our team of urban planners, public health advocates, avid bicyclists, transit users, staunch supporters of local business, and people who believe the way an urban environment is built dictates its use—that form often leads to function. We advocate for spaces that encourage people to walk, bike, and take public transit. We believe that creating communities begins with understanding and appreciating the unique differences of all who live and work there. We embrace diversity and want to move our region forward with safe, equitable multimodal transportation options that can elevate the quality of life for everyone.

Trailnet has a wide audience of 2,000 members and more than 14,000 constituents who follow and support our work. This position is highly strategic-- leading online, social media, print, PR, multimedia, and brand management initiatives in a fast-paced environment. As the conduit between fundraising and programs, this position thrives with close daily interactions with all staff. Ultimately, the Communications and Marketing Manager will draw upon these encounters to cultivate a unique voice for Trailnet, a voice for its core messages.

The Communications and Marketing Manager reports directly to the Director of Programs, and works closely with the leadership team, and supervises the 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 30-year history making walking and biking a way of life in the St. Louis region. We believe everyone should have access to safe low-stress walking and biking connections where we live, work, and play in our communities. Trailnet works within the St. Louis region and across the state to respond to the demand for improved walking and biking networks that attract and retain talent, strengthen our economy, and connect people to the places they love. We are leading the way by developing policy and on the ground solutions to help people of all ages and abilities reach community and cultural destinations by walking, biking, taking transit, or driving.

### 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 monthly newsletters, e-blasts and advocacy alerts;
- Consult with staff to create and edit press releases, manage calendar of press releases, send press releases, and 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;
- Strategically promote Trailnet Brand and membership in all aspects of work;

### **Job Qualifications**

- Bachelor's degree required, relevant field preferred;
- 3 to 4 years of relevant experience and demonstrated history of quality media relationships, preferred;
- Computer literate with the ability to effectively use technology and implement 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, interns and contracted service providers;
- 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;
- Working knowledge of website development and design;
- Able to work weekends and some evenings throughout the year;

### **Physical Requirements**

- Ability to lift and carry items up to 25 lbs.



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### **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 a cover letter and resume to [hr@trailnet.org](mailto:hr@trailnet.org). Applicants are encouraged to apply by February 20, 2018. Position will remain open until filled.