



Title: Marketing and PR Manager
Reports to: Development & Communications Director
Hours: 40 hours/week, flexible hours, occasional evening and weekend work required
Salary: Based on experience
Benefits: Medical, vision and life insurance provided plus 401k
Leave: 7 Paid holidays + weekdays between Christmas & New Years Day, & 120 hours PTO

**Diversity, Equity and Inclusion are important values of The Trail Foundation,
and we encourage diverse individuals to apply.**

The mission of The Trail Foundation is to protect, enhance and connect
the Butler Trail at Lady Bird Lake *for the benefit of all.*

The TTF Marketing & PR Manager is a key member of the Development and Marketing team with high quality and high volume expected output. The Marketing & PR Manager manages all public relations, a broad range of marketing projects and special events, and is involved in most day to day activities of the department. The Marketing & PR manager assists with creation and management of digital content and the generation of all marketing materials. Ultimately, this position is responsible for helping to develop marketing tools and media relationships that directly support fulfillment of TTF's mission and vision and achievement of its strategic plan.

Qualifications

- Bachelor's degree
- Experience with Google Suite and Adobe Suite
- Minimum of 2-4 years experience in marketing, communications, pr or related field.
- Organizational, project management, time management and multi-tasking skills, with the ability to handle multiple priorities simultaneously.
- Excellent collaboration skills and understanding of the value of partnerships.
- Ability to communicate professionally with staff, donors, board members, city officials, and volunteers at all times and ability to flex communication style to multiple cultural environments
- Excellent written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds
- Ability to work on a small non-profit team and step in to assist with various needs of the organization
- *English/Spanish bilingual candidates preferred*

Responsibilities

Marketing and Branding

- Managing all branding and marketing for TTF
 - Work closely with TTF external contractors for the 2022 brand rollout project
 - Manage all Branding Committee meetings and communications
- Managing all graphic design, social media, and website
 - Maintain and update website on a regular basis
 - Manage new website development project
 - Manage daily social media activity and track growth and ROI
 - Plan, create and schedule fresh, engaging content for all digital channels including social, website and e-news
 - Interface with all key departments to gather announcements/newsworthy items and disseminate as appropriate
- Manage all photography including:
 - Curating and securing needs
 - Organizing on one platform
- Managing newsletter (developing copy and distribution)
 - Coordinating email communications with Development Director for end of year giving
- Developing all print materials for TTF, including but not limited to:
Print materials may be developed with a third-party graphic designer as needed.
 - Fundraising materials
 - Project materials
 - Ecological restoration materials
 - Event signage
 - On-Trail signage (temporary)

PR and Social Media

- Identify, establish, and cultivate relationships with social media influencers, media, partners, and other institutions
- Keep abreast of industry trends, best practices, and new opportunities with social media
- Track digital social media KPIs and optimize marketing activities
- Create annual communications and PR plans/calendars
- Secure a drumbeat of local media coverage including interviews and appearances for newsworthy activities such as:
 - The new brand unveiling in Fall 2022
 - Ongoing Ecological Restoration work improving 200+ acres of riparian forest and uplands around the Butler Trail at Lady Bird Lake in the highly urban area in downtown Austin
 - Upcoming community programming and engagement opportunities
 - Coordinating media for special events such as capital project groundbreaking



Outreach and Event Support

- Support with content, outreach, PR, social media, print and website collateral for TTF events, including, but not limited to:
 - Twilight on the Trail (fall 2022)
 - Cypress Circle & Red Bud Circle donor receptions, and other donor events as they arise
 - On-Trail Programming, including small scale (socially distanced) popup events
 - Moonlight Margarita Run (June)
 - Pop-Up events on the Trail (twice per year)
- Support Community Engagement efforts for a stronger TTF presence in the community alongside the Events & Outreach Manager.
- Identify and develop partnerships for cross promotion of TTF events and outreach efforts.

Organizational Communications Administration

- Crafting all TTF messaging and copy working closely with other TTF staff
- Managing interns and associates as work relates to marketing and pr
- Support developing and managing communications, marketing, PR and print budgets
- Serving as a staff member on the TTF Marketing and Communications Committee
- Supporting Development team and efforts, including by not limited to:
 - Making sure all gifts are recognized in the manner as promised (signage, website, social media, news releases, media interviews etc.)

And other duties, as assigned

Application process

- Application Deadline: Monday, June 6 2022
- Applications should be sent to resumes@thetrailfoundation.org
- Include a cover letter, resume, and 3 references
- Please do not contact staff directly, no phone calls
- Start date: Flexible