



The Trail Conservancy Communications Director Job Announcement

Reports to:	Chief of External Affairs
Direct report:	Marketing Supervisor
Classification:	Full-time, exempt
Hiring range:	\$90,000–\$95,000, depending on relevant experience
Schedule:	Generally 40 hours per week, with flexibility and occasional evening and weekend work for TTC events and significant communications needs
Work location:	Hybrid office and home
Benefits:	Health Insurance (100% coverage for employee's medical, dental, vision , life insurance, 401(k) eligibility + up to 2% match with vesting period
Paid leave:	120 hours of paid time off, 11 paid holidays, and TTC's annual office closure between December 25 and New Year's Day

About The Trail Conservancy

The Trail Conservancy's mission is to protect, enhance, and connect the Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake for the benefit of all.

In partnership with the City of Austin and the community, TTC cares for one of Austin's most used and beloved public spaces. Our work includes ecological restoration, capital improvements, operations and maintenance, community programs, public events, and long-term stewardship of the Trail.

The Opportunity

The Trail Conservancy is entering an important period of growth, guided by an ambitious 2026–2031 strategic plan. The Communications Director will help shape how Austin understands TTC's mission, impact, partnerships, and vision for the Trail.

Reporting to the Chief of External Affairs, the Director will lead TTC's integrated communications and marketing strategy, supervise the Marketing Supervisor, and manage the systems and external partners needed to carry out the work. This role combines strategic leadership with hands-on execution, including advising senior leaders, overseeing content and digital channels, strengthening media and community engagement, and guiding communications during complex public issues.

Key Responsibilities

Communications Strategy and Leadership

- Develop and lead an annual communications and marketing plan aligned with TTC's strategic plan and External Affairs priorities.
- Identify key audiences and establish clear objectives, messages, and strategies for each.
- Serve as a strategic communications adviser to the Chief of External Affairs, CEO, leadership team, and other staff.
- Partner with the Chief of External Affairs on communications related to City partnerships, public affairs, government relations, and issues affecting the Trail.
- Establish editorial, approval, and planning processes that promote accuracy, consistency, responsiveness, and appropriate executive oversight.
- Set measurable communications goals, monitor performance, and recommend adjustments based on data, community feedback, and emerging needs.

Brand, Content, and Digital Communications

- Steward TTC's brand, voice, visual identity, and core messages across all channels.
- Lead an integrated content strategy that communicates TTC's mission, impact, projects, programs, partnerships, and community value.
- Provide strategic oversight of TTC's website, email, social media, digital advertising, publications, signage, direct mail, video, and other communications platforms.
- Guide the creation and editing of press materials, project communications, community updates, fundraising materials, organizational reports, and multimedia content.
- Ensure communications are accurate, accessible, inclusive, respectful, and appropriate for their intended audiences.
- Maintain clear standards for written, visual, digital, and multimedia communications.
- Manage communications consultants, photographers, and other external partners.

Media Relations and Reputation Management

- Develop productive relationships with reporters, editors, producers, community media, and other communications partners.
- Identify opportunities for earned media, interviews, public presentations, thought leadership, and community storytelling.
- Draft and coordinate press releases, media advisories, statements, responses to inquiries, interview preparation, and spokesperson materials.
- Prepare leaders to represent TTC and serve as a TTC spokesperson as needed.
- Monitor media coverage, misinformation, stakeholder concerns, and emerging issues that could affect TTC's work or reputation.
- Maintain crisis and issues-communications plans and coordinate messaging during sensitive or rapidly changing situations in partnership with the Chief of External Affairs, CEO, and other appropriate leaders.

Organizational Partnership and Fundraising Support

- Partner with Development and other departments to plan and produce clear, compelling communications for fundraising, membership, sponsorships, donor stewardship, projects, programs, events, and community engagement.
- Coordinate donor-recognition commitments across signage, publications, the website, media materials, and digital channels.
- Translate complex projects, organizational priorities, decisions, and public issues into accessible narratives for staff and board to use in the community.
- Lead the production and execution of an annual impact report

Team and Operational Leadership

- Supervise and develop the Marketing Supervisor through clear expectations, regular feedback, coaching, workload planning, and professional-development support.
- Coordinate the work of communications interns, contractors, and agency partners.
- Develop and manage the communications portion of the External Affairs budget.
- Establish realistic project timelines, clarify responsibilities, and help departments plan communications needs in advance.
- Foster a collaborative environment in which employees can share ideas, raise concerns, and produce high-quality work.
- Attend and support selected TTC activities and events, including occasional evening and weekend commitments.
- Perform other responsibilities reasonably related to the position.

What You Will Need

- Approximately seven or more years of experience in communications, public relations, marketing, journalism, public affairs, or a related field.
- At least two years of experience supervising employees or leading the work of communications professionals, consultants, or substantial cross-functional teams.
- Demonstrated success developing and implementing an organization-wide communications strategy.
- Excellent writing, editing, presentation, and verbal communication skills.
- Experience with media relations, executive communications, reputation management, or sensitive communications issues.
- Experience managing digital communications and using data to improve results.
- Strong project-management and decision-making skills.
- Demonstrated ability to communicate effectively and respectfully with audiences from varied backgrounds and perspectives.

Relevant professional experience may have been gained through employment, consulting, freelance work, community leadership, military service, education, or other settings. A particular college degree is not required.

Experience That Would Be Helpful

- Communications experience in a nonprofit, public-sector, civic, environmental, parks, cultural, advocacy, or other public-serving organization.
- Experience communicating about government partnerships, public projects, fundraising, memberships, sponsorships, or capital initiatives.
- Familiarity with Austin's communities, civic environment, or media landscape.
- Experience with common website, email, social media, analytics, media monitoring, design, and project management platforms.

We know that qualified candidates bring different combinations of experience. Applicants who meet many, but not every, preferred qualification are encouraged to apply.

Application Process

Applications must be submitted through [TTC's application portal](#) by 5pm on Friday, September 4, 2026. If you have trouble with the portal, you can send your application via email to apply-ac767146ff5c@the-trail-conservancy.breezy-mail.com.

Please submit:

- A resume
- A brief cover letter or statement describing your interest and relevant experience
- Two work/ writing samples or a link to a professional portfolio

Professional references will be requested only from candidates who advance to the finalist stage and will not be contacted without notice.

To support a consistent and equitable process, please do not contact TTC employees or board members directly about the position.

Equal Employment Opportunity and Accommodations

The Trail Conservancy is an equal-opportunity employer. TTC considers applicants without regard to race, color, national origin, ethnicity, religion, sex, pregnancy, sexual orientation, gender identity or expression, age, disability, genetic information, veteran status, or any other status protected by applicable law.

TTC is committed to providing reasonable accommodations during the application process and employment. Applicants who need an accommodation may contact [contact information].