



**Position Announcement: Communications Director
Northern Forest Canoe Trail**

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The Northern Forest Canoe Trail is a 740-mile paddling trail tracing historic travel routes from the Adirondacks in New York across Vermont, Quebec, New Hampshire and Maine. As the best water trail in North America, the Northern Forest Canoe Trail provides access to the natural beauty of our region and route. Through quality management and collaborative community partnerships, our trail contributes to the economic resilience of the region and promotes the health of its lands and waters.

As the organization responsible for managing and promoting the trail we operate across a dispersed geography. Our headquarters are in Waitsfield, Vermont, but staff work both from that office and remotely, which supports our ability to stay connected with the many communities where we work. Preference will be given to candidates based in the Adirondacks, however we will consider applications from anyone in the Northern Forest region with proximity to the trail.

Skills and Experience

A successful candidate for the communications director position will play a leadership role in executing our communications program and support our outreach efforts as necessary. Skills include the following.

- Ability to work independently as well as collaboratively with other staff to gather and develop content for NFCT publications and other written materials.
- Knowledge and love of outdoor recreation in general and paddling in particular will be necessary to communicate effectively with our community.
- Excellent writing skills are required.
- Experience with promotion across social media platforms, primarily Facebook and Instagram are essential.
- Demonstrated sense of brand-compatible visual design aesthetic
- Knowledge of Adobe Creative Suite and Constant Contact will be helpful.
- Good verbal communication and public speaking skills are necessary.

Responsibilities

This position leads the coordination and implementation of NFCT's communications with the support and collaboration of all staff, but works most closely with the executive director. A portion of the time is also devoted to outreach and representing NFCT at public events.

- **Website:** Maintain website (<https://www.northernforestcanoetrail.org/>) and keep up to date with events, blogs, and program material. Generate and aggregate new content

including stories from the trail and trip reports and help develop and implement evolving strategies for promoting the trail.

- **Blogs:** Coordinate, edit and write blog material for Voices from the Trail. This will require developing a regular schedule to maintain consistency in the timing of posts.
- **Social Media:** Coordinate, edit and write social media posts. Manage a regular schedule via HootSuite to maintain consistency in the timing of posts. Facebook: [@paddleNFCT](#). Instagram: [northernforestcanoetrail](#).
- **Newsletter and Eblasts:** Coordinate with staff to create content for bi-annual print newsletter and monthly eblasts.
- **Promote Events and Activities:** Promote NFCT events and activities such as film festivals, Northern Forest Explorers, annual online auction and Paddle Pedal in targeted emails and social media.
- **Represent NFCT:** Attend various industry and partner events and occasionally coordinate NFCT events and engage volunteers to help. Make presentations as requested to community organizations.
- **Thru-Paddlers:** Coordinate with the stewardship director to run the Thru-Paddler committee, which evaluates thru-paddler recognition applications.
- **Partner Recognition:** Support the executive director in recognizing and maintaining relationships with community and business partners and outdoor recreation efforts.
- **Media Relations:** Work with print, radio, and television media to provide them material (content and photos) for stories about the trail.
- **Press Releases:** Create press release schedule and write timely press releases for NFCT events and related activities.

The communications director reports to the executive director and works with all staff to manage NFCT's communications. This is a year-round 50% time position working an average of 20 hours per week. Benefits include paid time off, ability to participate in our health insurance program and our retirement plan. Anyone not close enough to work from our main office in Waitsfield, Vermont will need to provide their own work space. Some travel will be required.

Northern Forest Canoe Trail is an equal opportunity employer.

To apply, send resume and cover letter to executive director Karrie Thomas at karrie@northernforestcanoetrail.org. We will begin reviewing applications July 8th and start interviews the week of July 15th. Position will be open until filled.