



**Position Announcement:
Communications & Partnerships Manager
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 longest inland water trail in North America, the Northern Forest Canoe Trail provides access to the natural beauty of our region and route. We promote and steward this water trail and support communities, waterways and paddling across the Northern Forest.

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. We are a small collaborative team that works hard and has fun doing it. While we work together (usually virtually), we each operate independently and take leadership in our respective programs. If you want to help lead our effort to promote the NFCT, sustain community connections and inspire people's paddling adventures across the Northern Forest, this might be the job for you. Preference will be given to candidates based in the Adirondacks.

Skills and Experience

A successful candidate for the communications and partnerships position will play a leadership role in executing our communications program, and support partnership and outreach efforts primarily in the Adirondacks. Skills include the following.

- Ability to work independently as well as collaboratively with staff and the community at large 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. Experience with Meta Business Suite is a must.
- Demonstrated sense of brand-compatible visual design aesthetic and basic graphic design skills required.
- Good verbal communication and public speaking skills are necessary.
- Knowledge of Adobe Creative Suite, Canva, WordPress and Constant Contact is helpful.
- Familiarity with and connection to the Adirondack paddling community is a definite plus.

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 Meta Business Suite 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 e-newsletters.
- **Promote Events and Activities:** Promote NFCT events and activities such as our clinics and races, virtual speaker series, Northern Forest Explorers and annual online auction 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.
- **Partner Recognition:** Support the executive director in recognizing and maintaining relationships with community and business partners and outdoor recreation industry efforts.
- **Media Relations:** Work with print, radio, and television media to provide 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 & Partnerships Manager reports to the executive director and works with all staff to manage NFCT's communications. This is a year-round, 75% time position working an average of 30 hours per week. Benefits include: paid time off, health insurance stipend and retirement plan, flexible scheduling and remote work unless based in our Waitsfield, VT office. Some travel is required; the NFCT reimburses for travel-related expenses, including gas mileage and lodging. Salary for this part-time position is \$50-60K depending on experience.

Northern Forest Canoe Trail is an equal opportunity employer.

To apply, send a resume and cover letter to Executive Director Karrie Thomas at karrie@northernforestcanoetrail.org. The position is open until filled.