



HIGH LINE CANAL CONSERVANCY

Connecting Communities—Connecting Nature
from the foothills to the plains

~Position Posting~
September 2021

Position: Communications + Marketing Manager
Reports to: Senior Director of Programs + Partnerships
Compensation: \$45 - \$60K, commensurate with experience. Includes a competitive benefits package with medical, dental, 401k match, life and disability insurance.

This is a full-time position. Occasional weekend, early morning and evening work will be required.

High Line Canal Conservancy

The High Line Canal Conservancy is a nonprofit organization with a mission to preserve, protect and enhance the 71-mile long High Line Canal in partnership with the public. The High Line Canal is one of the longest urban trails in the nation, tying together over 15 distinct communities, and has long been a cherished asset across our region. The 150-year-old legacy corridor has outlived its historic purpose as an irrigation utility and has taken on new life as a recreational and ecological resource. With support from each of the 11 jurisdictions along the Canal's reach, and in partnership with Denver Water, the Conservancy is working to ensure that the Canal is protected and enhanced for future generations. Learn more about the Canal and the Conservancy at www.highlinecanal.org.

In order for all communities to benefit from the Canal as a recreational and ecological resource, the Conservancy is committed to overcoming historic inequities by building internal systems, increasing activation and engagement and improving the Canal's infrastructure in alignment with the local communities' needs and desires. The Conservancy's staff is committed to DEIA (diversity, equity, inclusion and accessibility) work, both as employees and as individuals.

Position Summary

This position provides a unique opportunity to be part of a passionate and growing nonprofit dedicated to the long-term protection and enhancement of one of the nation's longest and most unique recreational and ecological assets located in the Denver metro region.

The Communications and Marketing Manager (Marketing Manager) will coordinate and execute the organization's overall marketing and communications strategy under the direction of the Senior Director of Programs and Partnerships. The Marketing Manager will be responsible for the Conservancy's varied and integrated communications to a wide-ranging audience from trail users to elected officials across the diverse region. This individual will be an ambassador for the organization with the goal of advancing the Conservancy's reputation with relevant constituents, as well as driving broader awareness and donor support for the organization.

To execute the far-reaching communications plan for the Conservancy, the Marketing Manager focuses on the following Conservancy objectives:

1. Expand public awareness and engagement through marketing and communications tactics.
2. Develop comprehensive public communication and marketing plans that promote the Canal as a recreational and natural resource asset and that prioritize inclusivity and representation of the diverse communities across the region.
3. Report progress on the Conservancy's work with partners and the public.

Responsibilities

The Marketing Manager works closely across all departments of the Conservancy and critically supports the three main areas of work:

- Planning, implementation and promotion of Canal improvement projects
- Programs and community outreach
- Development and fundraising

To support this work, the **primary responsibilities** of the Marketing Manager include:

- Develop and execute an annual communications and marketing plan with digital and print strategies that:
 - Advances the Conservancy's brand identity
 - Increases awareness across key stakeholder audiences
 - Informs the public of trail improvement projects
 - Promotes stewardship and recreational programs
 - Increases membership and fundraising
 - Increases engagement from community and key stakeholders
- Develop and manage the marketing and communications budget
- Design, create and oversee production of all Conservancy print communications, which include temporary signage, annual reports, member newsletters, brochures, flyers and other marketing collateral
- Plan, manage and execute all digital platforms for the Conservancy, which include:
 - Social media: Facebook, Twitter, Instagram, LinkedIn
 - Website
 - E-Newsletter
 - Flickr
- Develop content and manage regular communications and reporting to the Conservancy's leadership teams, elected officials and the Canal Collaborative
- Manage digital and print advertising
- Actively cultivate and manage media relationships
- Help plan, manage, promote and execute the Conservancy's fundraising and community events, including Walk FOR the Canal, Rally for the Canal-ly and Dine for the High Line among others

Other responsibilities include, but are not limited to:

- Assist Conservancy staff members with messaging and presentations
- Serve as a representative of the Conservancy through presentations, media relations, partner relations and more
- Coordinate with communications and marketing staff from the local jurisdictions including parks and recreation and public works departments
- Manage the recurring Outreach Meeting to coordinate messaging across all channels and departments
- Lead marketing and digital data analytics to make strategic and data-driven decisions
- Manage marketing-related digital files including photos, images, marketing materials, stories, blogs, articles and more
- Staff the Marketing Task Force, a Conservancy advisory committee

Qualifications

Knowledge and Experience

The ideal candidate will have a strong identification with the mission and purpose of the High Line Canal Conservancy and will bring the following knowledge, experience, skills and abilities:

- Minimum 3 years of relevant work experience
- Bachelor's degree or commensurate experience
- Strong writing and communications skills
- Experience with press and media
- Strong project management skills
- Proficiency with Adobe Creative Suite (InDesign, Photoshop and Illustrator) and graphic design skills strongly desired
- Experience with WordPress and website management
- Experience working with email marketing platforms such as Mailchimp
- Experience implementing social media strategies and campaigns
- Experience recording and utilizing digital data analytics (such as Google Analytics and social media analytics)
- Experience with Microsoft Office Word, Excel, PowerPoint and Outlook
- Desired experience or knowledge in the areas of nonprofit communications, grant writing, planning, open space, trails, conservation, government and/or fundraising
- Experience developing culturally relevant content for diverse audiences
- Bilingual, English/Spanish a plus

Abilities and Personal Characteristics

The Marketing Manager will be mission-driven, curious, engaged and passionate. The candidate should value community connections and collaboration. In addition, the Conservancy is a young organization that is evolving and growing; therefore, the ideal candidate will be adaptable and work well in a fast-paced, dynamic environment.

Compensation and Benefits

This is a full-time (40 hrs./wk.) position based at the Conservancy's offices. Currently, the Conservancy is working in a hybrid work environment with employees expected in-person a minimum of 24 hours per week. In addition, all employees are encouraged to spend some of their time out of the office at Canal events and programs. Annual salary will be commensurate with experience. The Conservancy provides a competitive benefits package that includes medical, dental, vision coverage, Simple IRA with 3% employer contribution and paid time-off accrual.

Application Instructions

Qualified applicants are encouraged to apply by sending a resume with a cover letter addressing the applicant's interest in and qualifications for the position. Send both documents as PDF attachment to employment@highlinecanal.org. No phone calls, please. All High Line Canal Conservancy employees are required to undergo a background check. This is an at-will position. **Application Deadline: October 8, 2021.**

The High Line Canal Conservancy is dedicated to equal employment opportunities in any term, condition, or privilege of employment. HLCC prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age 40 and over, disability, genetic information, veteran status, sexual orientation, marital status, gender expression or any other characteristic protected by state or local law. This policy applies to all employees, including managers, supervisors, co-workers, and non-employees such as customers, clients, vendors, consultants, etc.