

## Continental Divide Trail Coalition

710 10<sup>th</sup> Street, Suite 200

Golden, CO 80401

### Job Description

#### MARKETING, COMMUNICATIONS, and SPECIAL EVENTS INTERN

##### **GENERAL STATEMENT OF DUTIES:**

Assists with marketing of CDTC and CDT by coordinating the organizations special events, website, materials and methods to create an environment where donors and volunteers want to contribute to and be a part of the completion, protection and stewardship of the CDT. Communicates the most up to date information on the status of the CDT, CDTC programs, opportunities and needs, and provides public information about the CDT to encourage appreciation of the Trail as well as increase knowledge to use the Trail.

**SUPERVISION RECEIVED:** Works under the supervision of the Executive Director and Director of Development.

**SUPERVISION EXERCISED:** none.

**EXAMPLES OF DUTIES:** The following of competencies are intended to be illustrative only and are not intended to be all inclusive.

##### **Primary Duties**

1. Works with other CDTC staff to **develop website content**. Ensures website content is consistent and reflective of organizational mission and brand. Assists in developing and coordinating means to seek regular input from CDTC's key constituencies regarding information provided on website and multi-media.
2. Manages the **production of multi-media, brochures**, flyers, invitations and forms for CDTC, including public information, marketing maps, fundraising, and volunteer programs. Coordinates the design of the projects and designs materials as needed. Maintains publication schedules and deadlines. There may also be opportunities to create video content and leading edge materials for sharing CDTC programs and accomplishments.
3. Assists in creating cutting edge **Membership Campaign and Donor Marketing** methods. Researches and provides input on methods to attract and retain members and donors. For example, creating blogs on the CDTC website, membership and donor email blasts, and innovative website and other electronic marketing methods. Once new methods are established with the Executive Director, follows through with successful implementation.
4. Ensures CDTC regularly **conducts relevant market research** and coordinates and oversees this activity. Monitors current trends and assists in organizational evaluation to track effectiveness of marketing and relative communications strategy.
5. **Maintains CDTC's organizational identity** (name, logo, tagline & visual expressions), image (public's perception) and brand (essence, character and purpose of CDTC), and assures all materials meet these guidelines.

6. **Plans and coordinates special events**, and attends as needed. Includes planning event logistics, coordination of staff to meet goals, budget development, marketing, producing and distributing promotional materials, and coordinating with corporate, organizational and individual sponsors for the following events:
  - CDT Trail Days
  - 40<sup>th</sup> Anniversary Events
  - Project celebration events
  - Fundraising events
  - Planning and preparation for board meetings
7. Assist in developing and **overseeing the marketing and positioning** of CDTC publications and communication materials as it relates to CDTA.
8. Organizes and maintains CDTC photo library.
9. Aids in development and implementation of CDTC Communication plan. Works with appropriate staff to implement, write and disseminate press releases, and solicit story ideas to create interest and stimulate media coverage of CDT and CDTC efforts. Initiates, develops, and maintains local, national, and international media and public contacts for disseminating information and appropriate response to media requests. Keeps media contacts current and builds and maintains relationships with key media.
10. Manage CDTC newsletter content, writing assignments and story production. Creates and maintains publication schedules and meets all applicable deadlines. Writes materials for CDTC publications, as needed.
11. Assists with coordinating ceremonies, press conferences, and other events or special projects. Edits documents drafted by others for clarity, consistency and readability.
12. Keeps informed of CDT related developments and uses this information to help CDTC operate with initiative and innovation.
13. Help implement National Trails 50<sup>th</sup> and CDT 40<sup>th</sup> Anniversary efforts and events.

**Required Knowledge, Skills and abilities:** Design skills and understanding of color and print projects necessary. Knowledge of graphic production design and layout desired. Must have the ability to manage several projects at once, have strong organization and communication skills, and work well in a team environment. Knowledge of Adobe programs (i.e. InDesign), Publisher and Salesforce data base applications desired, with proficiency using Microsoft products. Must enjoy the outdoors and commit to the mission and ideals of the CDTC. Must have an ability to pay critical attention to detail and have strong proofreading skills. Must be a self-starter with good judgment and initiative to work without close supervision. Requires outstanding and highly proactive communication skills, both written and oral. Enthusiasm and interest in outdoor preservation. Most work is performed indoors in a busy office where noise and interruptions prevail. Must be able to frequently sit and occasionally walk, stand, climb, bend, kneel, stoop, reach and lift, push or pull. Manual dexterity is needed to type, write, and answer the phone. The ability to talk and hear via the telephone and through face to face communication is needed. Upper body strength is a requisite to lift/move a maximum of 40 pounds unassisted and 60 pounds with assistance. The employee is occasionally required to drive a personal vehicle, therefore a current driver's license and auto insurance is required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. CDTC is an equal opportunity employer. All individuals are encouraged to apply.

**Education:** Pursuing or B.S. in communications, public relations, graphic design or in a related field from an accredited college or university.

**Experience:** Two years of experience in the research, written preparation and dissemination of information to the public through such media as publications, broadcasting or public speaking.

Or

An equivalent combination of education and experience.

Individual will work out of CDTC headquarters in Golden CO, from a home office and from remote locations along the CDT. Travel is required.

**RATE OF PAY:** \$11.50/hour, cell phone reimbursement (One year Internship)

**EMPLOYMENT TIMELINE:** Start date by ASAP after January 15, 2018

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### **Interested?**

To Apply: Please email a copy of your Cover Letter and Resume to Teresa Martinez, Executive Director, [tmartinez@continentaldividetrail.org](mailto:tmartinez@continentaldividetrail.org) with the subject: *marketing and Communication Intern* by **December 31, 2017**

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