



POSITION ANNOUNCEMENT

Position Title: Community Outreach Manager

Time: Full Time; Permanent

Location: Flexible within Florida

Supervisor: Trail Program Director

Application Deadline: Until Position Filled

Start Date: Winter 2021

Position Summary

The Florida Trail Association (FTA) builds, maintains, protects, and promotes the unique Florida National Scenic Trail (Florida Trail), along with a network of hiking trails throughout the state of Florida. Together with our partners, the Association provides opportunities for the public to contribute to meaningful volunteer work, engage in outdoor recreation, and participate in environmental education. The Community Outreach Manager (COM) will support and expand the FTA's statewide volunteer program on the Florida Trail. This position works within the Trail Operations team, in partnership with the US Forest Service, to set and achieve program goals.

Responsibilities

- Cultivate and strengthen volunteer and organizational partnerships
- Increase inclusion and outreach to underrepresented communities and demographics
- Elevate the profile of the Florida Trail and the FTA
- Develop and implement an integrated communications plan for print, digital and social media marketing, including the monthly E-Blaze email newsletter and quarterly Footprint magazine.
- Manage updates and routine changes to the FTA's website
- Maintain databases of volunteer certifications and service hours
- Ensure volunteer and organizational events are well advertised, coordinated, engaging and rewarding
- Actively disseminate information on regional projects
- Other duties as assigned

Required Knowledge, Skills and Abilities

- Bachelor's degree or equivalent in public relations, communications or a related field
- 1 – 3 years of relevant professional experience
- Excellent written and verbal communication skills, including public speaking

- Ability to be self-directed, work independently, prioritize workload, meet deadlines, handle multiple projects simultaneously, solve problems and be resourceful.
- Proven ability to coordinate and build successful programs and working relationships with volunteers and agency partners
- Ability to work with a diverse group of volunteers and partners across a spectrum of cultural and professional styles
- Energetic and optimistic personality
- Entrepreneurial spirit and able to work independently and as part of a team
- Proficiency in Microsoft Office and Google Drive software
- Experience in website maintenance (Wordpress platform)
- Experience using InDesign, Photoshop or similar programs, or a willingness to learn
- Understanding of relational databases and how to query them for reporting purposes
- Spanish language proficiency desirable

Work Environment

- The COM may work from a home office, FTA headquarters in Gainesville, or through a shared professional workspace in your locale.
- Occasional travel around Florida and out of state conferences required, including weekends. Travel expenses covered, including food, lodging and transportation.
- This position requires a reliable personal vehicle for travel. Mileage reimbursed at the federal rate.

Benefits

- \$48,378 starting salary
- Paid holiday, vacation, and sick leave
- Health insurance, dental insurance and retirement benefits
- Yearly budget set aside for professional development

To Apply

Please email all of the following information in PDF format to Kelly Van Patten at kellyvp@floridatrail.org with the subject line “Community Outreach Manager Application”.

- Cover letter
- Resume
- Writing Sample – non-fiction, professional, 1-3 pages

Applications will be collected and reviewed on a rolling basis. Applicants are encouraged to apply as soon as possible.

The FTA is an equal employment opportunity employer. We seek a diverse pool of candidates and believe that our organization benefits from the perspectives and talents of a diverse staff.