



Upper Valley Trails Alliance *Marketing and Community Engagement Director*

The Upper Valley Trails Alliance, a regional nonprofit that advocates for the maintenance, use, and development of trails in the Upper Valley of Vermont and New Hampshire, seeks a full time Marketing and Community Engagement Director to expand and support the core programs of the organization.

Job Summary: The primary role of this position is to organize, lead and promote the UVTA's events, marketing strategies and educational programs. The Marketing and Community Engagement Director will also participate in all other aspects of the organization's work, including trail building and community outreach. This position reports to the Executive Director

Summary of Essential Responsibilities

- Direct all aspects of the Passport to Winter Fun Program designed to encourage elementary school children to be outdoors and physically active, including program design, outreach to schools and solicitation of prizes.
- Organize volunteers for the Summer Trail Stewards program.
- Take the lead in planning community events.
- Create and implement our communication strategies for social media and newsletters.
- Content management for the organization's website.
- Participate in other important initiatives, including fundraising, trail building and community outreach.

Desired Skills

- Bachelor's degree
- Strong communication skills
- Experience implementing social media campaigns
- Experience working with school-aged children
- A self-starter who can work well independently and as part of a team
- Ability to plan and manage multiple assignments
- Strong computer and design skills
- Willingness to work a flexible schedule
- A love of the outdoors

This position is a salaried full-time (40 hours per week). UVTA offers a competitive salary, IRA contribution, and other benefits. Applications will be accepted until the position is filled.

Approximate start date: May 1, 2025.

Please submit cover letter, resume, and 3 references to russell.hirschler@uvtrails.org or Russell Hirschler, Upper Valley Trails Alliance, PO Box 1215, Norwich, VT 05055.