



# HIGH LINE CANAL

## CONSERVANCY

Connecting Communities—Connecting Nature  
from the foothills to the plains

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### ~Position Posting~ November 2019

**Position:** Communications + Marketing Associate  
**Reports to:** Director of Marketing + Community Outreach  
**Compensation:** Commensurate with experience. Includes a competitive benefit package with medical, dental, 401k match, life and disability insurance.

#### High Line Canal Conservancy

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The High Line Canal Conservancy is a nonprofit organization with the mission to preserve, protect and enhance the 71-mile-long High Line Canal in partnership with the public. The Conservancy was formed in 2014 by a passionate coalition of private citizens to provide leadership and harness the region's commitment to protecting the future of the Canal. 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 by visiting [www.highlinecanal.org](http://www.highlinecanal.org).

#### Position Summary

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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 Associate (Marketing Associate) will coordinate and execute the organization's overall marketing and communications strategy under the direction of the Director of Marketing and Community Outreach. The Marketing Associate 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 Associate will focus 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.
3. Report progress on the Conservancy's work with partners and the public.

#### Responsibilities

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The role of the Marketing Associate will focus on creation of all marketing materials, press relations and other communications efforts to further the Conservancy's mission. Specific responsibilities will be to:

- Execute the strategic communications plan to advance the Conservancy's brand identity and increase the visibility of its programs across key stakeholder audiences.
- Expand awareness of the Canal and Conservancy and, in collaboration with the development team, increase membership with digital strategies and print materials.
- Actively cultivate and manage media relationships to promote the Conservancy's programs, including writing press releases, pitching stories and growing relationships.
- Develop content and manage production and distribution of regular communications and reporting to the Conservancy's leadership teams, including quarterly reports.
- Advance and manage digital communications including developing content for and overseeing the Conservancy's website, social media channels and e-newsletters.
- Manage digital and print advertising to promote Conservancy programs.
- Create and oversee production of all Conservancy print communications including the annual report, member newsletters, brochures, flyers and other marketing collateral.
- Assist Conservancy staff members with messaging and presentations, which may include preparing talking points, slides and other supporting material as needed.
- Serve as a representative of the Conservancy through presentations, media relations, partner relations and more.
- Work with the Community Outreach Coordinator to develop and implement communications materials to promote engagement and participation.
- Work with the Director of Planning and Implementation to raise awareness about improvements to the Canal, trail closures and other infrastructure projects.
- Coordinate with communications and marketing staff from the local jurisdictions including parks and recreation and public works departments.
- Manage marketing and communications budget.
- Develop content calendar and coordinate messaging across channels.
- 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.

## **Qualifications**

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### **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 2 years relevant work experience.
- Bachelor's degree or commensurate experience.
- Strong writing and communications skills.
- Experience with press and media.
- Proficient 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.
- Bilingual, English/Spanish a plus.

### **Abilities and Personal Characteristics**

- Mission-driven: Demonstrates understanding of and commitment to the long-term mission and value of the Conservancy.
- Curious, engaged and passionate: Monitors demographic and economic trends, funder and stakeholder interests and innovative efforts to create community value.
- Community-oriented: Networks and develops professional relationships to fully engage with partners and community.
- Adaptable: Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- Strong communicator: Strong communication and demonstrated writing skills with ability to confidently speak in public, listen and write in a clear, thorough and timely manner.
- Creative and Innovative: Open to new approaches and comfortable in a “start-up”/entrepreneurial culture.
- Collaborative: Ability to work cooperatively with colleagues in a small-team environment, to anticipate and solve problems, and to work efficiently, meet deadlines and maintain accurate records.
- Self-motivated: Ability to work independently and is highly organized with a tremendous attention to detail and an ability to multi-task.
- Inclusive: Committed to reducing barriers that prevent equitable access to outdoor spaces, decision making processes and other resources related to engagement in nature and the outdoors.

### **Compensation and Benefits**

This is a full-time (40 hrs/wk) position based at the Conservancy’s offices. 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](mailto: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: December 3, 2019.**

*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.*