



HIGH LINE CANAL

CONSERVANCY

**Connecting Communities—Connecting Nature
from the foothills to the plains**

~Position Posting~
January 2024

Position: Communications + Marketing Manager
Reports to: Senior Director of Programs + Partnerships
Compensation: \$55 - \$70K, 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 nonprofit dedicated to the long-term protection and enhancement of one of the nation's longest and most unique recreational and ecological resources 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 lead 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 leadership role with Canal constituents and Conservancy partners, 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 understanding, connection and public awareness through creative and consistent marketing and communications outcomes.
2. Develop comprehensive public communication and marketing plans that position the Canal as a regional recreational and natural resource, prioritizing 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 plays a strategic role across all departments of the Conservancy, providing critical communications and storytelling direction in 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:
 - Advance a unified brand identity for the Conservancy and Canal;
 - Increase awareness across key stakeholder audiences;
 - Enhance collaboration with partners;
 - Inform the public of trail improvements and projects;
 - Promote stewardship, recreational and educational programs;
 - Increase donors and fundraising; and
 - Increase engagement from community and key stakeholders.
- Develop and manage the marketing and communications budget through a strategic lens that increases the Conservancy's return on investment of funds and staff resources.
- Develop strategic, inspiring messaging and ensure consistency across all platforms.
- Facilitate collaborative partnerships and execute communications plan amongst jurisdictional partners through the Canal Collaborative.
- Manage communications and marketing support staff and consultants.
- Manage public relations processes for the Canal with support from communications and outreach staff.

- Design, create and direct production of all Conservancy print communications, which include signage, annual reports, newsletters, brochures, flyers and other marketing collateral with support from communications and development staff.
- Plan, manage and execute all digital platforms for the Conservancy with support from communications and development staff, which include:
 - Social media: Facebook, Twitter, Instagram, LinkedIn;
 - Website;
 - E-Newsletter; and
 - Flickr.
- Lead press strategy for the Conservancy and actively cultivate and manage media relationships.
- Develop content and manage regular communications and reporting to the Conservancy's leadership teams, elected officials and the Canal Collaborative.
- Lead marketing and digital data analytics to make strategic and data-driven decisions
- Manage digital and print advertising.
- Help plan, manage, promote and execute the Conservancy's fundraising and community events, including Summer Scamper, Dine for the High Line and press events 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 marketing-related digital files including photos, images, marketing materials, stories, blogs, articles and more.
- Staff the Development and Marketing Committee, 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
- Proven leadership skills in communications and team collaboration
- Strong writing and communications skills
- Experience with press and media
- Strong project and people management skills
- Experience managing staff, consultants and/or interns
- 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 one 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 is open until the position is filled.**

The Conservancy is dedicated to the principles of equal opportunity for all employees, applicants, volunteers, program and event participants, trail users and visitors, partners, and other organizational stakeholders. We prohibit unlawful discrimination and harassment based on age, race, sex, color, religion, creed, national origin or ancestry, disability, military status, genetic information, native language, sexual orientation, transgender status, gender identity, gender expression, marital status, gender, veteran status, political service, and affiliation or any other status protected by applicable state or local law. This prohibition includes unlawful harassment based on any of these protected classes.

Unlawful harassment includes verbal or physical conduct which has the purpose or effect of substantially interfering with an individual's work performance or creating an intimidating, hostile

or offensive work environment. This policy applies to all employees, including managers, supervisors, co-workers and non-employees such as customers, clients, vendors, consultants, etc.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every qualification. At the Conservancy we are dedicated to building a diverse, inclusive, and authentic workplace. If you are interested in this role but your experience does not check all of the boxes, we encourage you to go ahead and apply. You may be the right candidate for this or another role in our organization.