



# HIGH LINE CANAL

## CONSERVANCY

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

---

### ~Position Description~

2025

**Position:** Communications Associate

**Reports to:** Communications + Marketing Manager

**Duration:** 1 year from date of hire

**Compensation:** \$20-\$24/hr, for 40 hours a week. Commensurate with experience. Includes a competitive benefits package with medical, dental, 401k match, life and disability insurance. This is a termed position. Occasional weekend, early morning, and evening work will be required.

### **About the 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](http://www.highlinecanal.org).

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 recreational and ecological resources located in the Denver metro region.

The Communications + Operations Associate (Associate) will execute the communications plan based on the organization's overall communications strategy and under the direction of the Communication and Marketing Manager. The Associate will help keep the Conservancy's digital marketing current and on brand and help execute systems for public relations and community engagement. This individual will be an ambassador for the organization and engage in the community to identify outreach opportunities and manage community inquiries. Lastly, the Associate will be a crucial part of the Conservancy fulfilling admin support for the CEO and the office.

## **Responsibilities**

---

The Associate will work with all of the Conservancy's departments to assist in ongoing internal and external communications and be responsible for implementing comprehensive communications strategies to promote the High Line Canal's programs, events, and impact under the supervision of the Marketing Manager. To support this work, the primary responsibilities of the Communications Associate include:

### External Communications and Outreach

- Manage the Canal Cares Line
  - Oversee the ongoing responses to public inquiries that come through the general email inbox and social media.
  - Manage office hours and phone coverage.
  - Maintain an up-to-date log of all inquiries
- Create engaging content for social media platforms, website, and other digital channels to reach target audiences and increase brand awareness.
- Assist with writing, building and testing of email marketing as needed.
- Maintain an up-to-date FAQ document as a resource for all public questions.
- Support event planning and execution, including updating marketing materials, coordinating logistics, and engaging attendees.
- Manage and organize photos and other marketing collateral.
- Facilitate connections between the Conservancy and community by seeking out tabling, presentation and other outreach opportunities.
- Manage inquiries and logistics of community tabling and presentation opportunities.
- Improve and maintain general Conservancy presentation materials, messaging and visuals.
- Advance the Conservancy's diversity and equity goals by utilizing effective communication strategies and best practices.

### Internal Communications

- Support Board of Directors communication, including committee and Board calendar invites, meeting packets and minutes.
- Support metrics and dashboard tracking and updates.
- Support various day-to-day operations of the office, including coordination of phone, office hours organizing quarterly staff lunches.
- Assist CEO with occasional communications and administrative tasks as needed (communications, meeting scheduling etc.).
- Support mailing of High Liner medallions, merchandise and guidebooks.

## **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 1 years of relevant work experience
- Bachelor's degree or commensurate experience
- Strong writing and communications skills
- Graphic design experience and proficiency with Adobe Creative Suite (InDesign, Photoshop and Illustrator) and/or Canva
- Strong organizational skills to manage a variety of tasks
- Experience with and understanding of all social media platforms
- Experience with WordPress and basic website management
- Experience working with email marketing platforms such as Mailchimp
- Proficiency with Microsoft Office Word, Excel, PowerPoint and Outlook
- Experience developing culturally relevant content for diverse audiences
- Bilingual, English/Spanish a plus

## **Abilities and Personal Characteristics**

---

The ideal candidate will have a strong identification with the mission and purpose of the High Line Canal Conservancy and will bring the following characteristics:

- Collaborative: Ability to utilize excellent interpersonal communication skills to work cooperatively with colleagues in a small-team environment, coordinate closely with partners and stakeholders, and to work efficiently, meet deadlines and maintain accurate records.
- Self-motivated: Ability to work independently and is highly organized with strong problem-solving skills, attention to detail and an ability to multi-task.
- Adaptable: Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- 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.) hourly position based at the Conservancy's offices. Currently, the Conservancy is working in a hybrid work environment with part-time employees expected in-person on Tuesdays. In addition, all employees are encouraged to spend some of their time out of the office at Canal events and programs.

Hourly rate will be commensurate with experience.

## 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](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 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 nonemployees 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.*