



JOB ANNOUNCEMENT

March 25, 2021

Open Position: **Director of Marketing and Communications**

An essential member of the Pacific Crest Trail Association (PCTA)'s staff leadership team, the Director of Marketing and Communications leads the creation and implementation of a unified marketing and communications strategy to advance the organization's strategic goals. The person in this position works closely with other members of the staff leadership team to plan for the future of PCTA; directs and implements central marketing and communications; and works in collaboration with staff throughout the organization to support alignment of PCTA's program communications (Philanthropy, Trail Operations, Trail Information, Advocacy, and Volunteers) with the central strategy. The Director of Marketing and Communications understands and effectively leverages all marketing channels including digital and social media, print, visual media, and public/media relations. The Director of Marketing and Communications is a key leader in implementing PCTA's commitment to inclusive engagement of diverse communities including communities of color. This position serves as one of the spokespersons for the organization to the media and other audiences, and positions the CEO, Board of Directors, or others to represent PCTA in these forums.

What makes you a great fit for this position:

- 5+ years of experience in marketing/communications leadership roles with experience supervising a team
- Demonstrated experience developing overall organizational marketing and communications strategy
- Demonstrated experience driving growth by designing and implementing digital marketing strategy and campaigns including basic familiarity with digital media production tools and workflows
- Understanding of systemic racism and its impacts, and experience incorporating a racial and social equity lens into marketing and communications strategy and tactics with proven success in reaching and engage diverse constituencies
- Skilled project manager with the ability to initiate and implement projects from start to finish
- Highly strategic: Sees the big picture and stays focused on strategy
- Deep listener: "Learn-it-all not know-it-all"
- Collaborative: Effectively builds buy-in up, down, and sideways
- Reliable: Follows through on commitments, meets frequent deadlines with no supervision in a fast-paced environment with many competing demands
- Coaching orientation: Builds trust and confidence within own team and other PCTA staff
- Confident and humble: Able to advocate for communications and marketing perspective and effectively introduce colleagues to new thinking
- Has the ability to frame ideas in ways that help colleagues understand both big-picture concept and resulting concrete actions / results
- Has a personal connection to the outdoors
- Has the ability to travel and work an irregular schedule when needed
- See full job description on our [website](https://www.pcta.org/about-us/jobs/) at: <https://www.pcta.org/about-us/jobs/>



Pacific Crest Trail Association

About the Pacific Crest Trail and the PCTA

The Pacific Crest Trail (PCT) spans 2,650 miles from Mexico to Canada through California, Oregon, and Washington. One of America's National Scenic Trails, the PCT reveals the beauty of the desert, the glaciated expanses of the Sierra Nevada, and the deep forests and commanding vistas of the Cascade Range. Untold thousands of hikers and equestrians enjoy this international treasure each year. Some only travel a few miles, while others complete every mile in a single season.

The mission of the PCTA is to protect, preserve and promote the Pacific Crest National Scenic Trail as a world-class experience for hikers and equestrians, and for all the values provided by wild and scenic lands. PCTA's many stakeholders include hikers, equestrians, volunteers, members, donors, trail communities, public land managers, and many other partners. Our dedicated team includes 27 staff members and 12 current board members. Our organizational values include:

- **The Passion and Leadership of People** – Passion for the trail experience continues to spread, inspiring remarkable contributions from our volunteer leaders, staff, partners, and the rest of the PCT community.
- **Collaboration** – Internally, we are a highly collaborative and mutually-supportive team. Externally, we are committed to mutual trust and respect with our partners. We resolve differences when they may emerge with respect and civility.
- **Integrity** – Our success and reputation depend on our integrity as an organization. Therefore we use consistent, reliable decision-making to guide our efforts. We apply common sense and good judgment to our work, and recognize our essential responsibility to use contributions and resources to best support the trail.
- **Stewardship and Philanthropy** – We could not achieve our mission without the generosity, commitment and philanthropic support of our volunteers, members and donors who share these values.
- **Diversity, Equity, and Inclusion** – PCTA acknowledges systemic racism and other social injustices and their impact on the PCT community. We have begun the journey of understanding racism and injustice and their impacts on people of color and others. We are committed to making change within our organization and to supporting change within the PCT community towards a more just and equitable future.

PCTA will also be updating our mission, vision, and values later in 2021.

Typical Working Conditions and Travel:

The Director of Marketing and Communications will work either in the PCTA headquarters, currently located in Sacramento, CA, or remotely from a west coast location. If working remotely, the Director of Marketing and Communications should be available to attend several full days of meetings at the headquarters office in Sacramento at least once per month and occasionally more often. The position will also require episodic travel to sites up and down the west coast including visiting communities along the Pacific Crest Trail.



Pacific Crest Trail Association

Salary and Benefits

The minimum starting salary for this position is \$85,000.

Benefits include paid holidays, vacation, sick time, and health, dental, vision, life and long-term disability. Eligible for 401(k) plan after one year of employment.

To Apply

The position is open until filled.

The initial recruitment will close on April 23, 2021 at 5:00 PM Pacific time. For applications received after this date, we will notify applicants within three business days regarding the status of the search and any extension of the application review period.

Submit resume and cover letter to

info@amystork.com

Subject line: PCTA Director of Mar/Com

Questions

Please direct any questions to search consultant Amy Stork

amy@amystork.com



Revision Date: 3/22/2021

Job Title: Director of Marketing and Communications

Supervisor: Executive Director and CEO

F.L.S.A.: Non-Exempt

Summary – An essential member of the Pacific Crest Trail Association (PCTA)'s staff leadership team, the Director of Marketing and Communications leads the creation and implementation of a unified marketing and communications strategy to advance the organization's strategic goals. The person in this position works closely with other members of the staff leadership team to plan for the future of PCTA; directs and implements central marketing and communications; and works in collaboration with staff throughout the organization to support alignment of PCTA's program communications (Philanthropy, Trail Operations, Trail Information, Advocacy, and Volunteers) with the central strategy. The Director of Marketing and Communications understands and effectively leverages all marketing channels including digital and social media, print, visual media, and public/media relations. The Director of Marketing and Communications is a key leader in implementing PCTA's commitment to inclusive engagement of diverse communities including communities of color. This position serves as one of the spokespersons for the organization to the media and other audiences, and positions the CEO, Board of Directors, or others to represent PCTA in these forums.

Essential job functions and tasks:

- Work closely with other members of the staff leadership team to plan for the future of PCTA and make critical real-time leadership decisions.
- Establish and drive multi-channel marketing and communications in support of PCTA's strategic goals.
 - Express and guide strategy through a marketing and communications plan developed in close collaboration with other PCTA leaders.
 - Oversee messaging and positioning to support PCTA's strategic direction.
 - Oversee brand voice and maintain brand integrity across all platforms.
 - Oversee and direct the implementation of media and public relations strategies.
- Establish inclusive marketing and communications strategies and tactics designed to engage diverse communities including communities of color and others who have not traditionally been represented in the outdoor recreation and conservation community.
- Spearhead a heightened focus on digital strategy and customer acquisition/conversion.
 - Build PCTA's digital marketing roadmap
 - Supervise all digital marketing channels (website, blog, emails and social media) to ensure brand and message consistency
 - Develop targeted campaigns to create and maintain high levels of customer interaction
 - Track results and adjust strategy using SEO, Google Analytics, or similar tools.
- Lead and supervise a team of professional marketing and communications staff and contractors in the creation of digital, video, audio and print content.
- Support PCTA's Philanthropy, Trail Operations, Trail Information, Advocacy and Volunteer Program Teams to implement program-specific marketing and communications tactics that align with organization-wide strategies.
- Track engagement across various platforms and make data-driven decisions.
- Create and track annual and long-range budgets for marketing and communications efforts.
- Develop and adhere to a board-approved editorial policy.
- Develop a crisis communications plan and implement as needed.

PCTA Director of Marketing and Communications, continued

Education and Training:

- Bachelor's degree in marketing, communications, journalism, or a related field, or equivalent relevant experience.

Required Experience and Qualifications:

- 5+ years of experience in marketing/communications leadership roles
- Demonstrated experience developing overall organizational marketing and communications strategy
- Demonstrated experience driving growth by designing and implementing digital marketing strategy and campaigns including basic familiarity with digital media production tools and workflows
- Understanding of systemic racism and its impacts, and experience incorporating a racial and social equity lens into marketing and communications strategy and tactics with proven success in reaching and engage diverse constituencies
- Experience measuring and analyzing the results of marketing strategies and campaigns
- Highly effective message development and writing skills
- Effective verbal communication and presentation skills
- Experience supervising a marketing and communications team and outside creative professionals
- Ability to work across teams to facilitate collaborative development and implementation of strategies and tactics
- Ability to educate and coach staff at all levels of PCTA to increase communications and marketing understanding and skills
- Skilled project manager with the ability to initiate and implement projects from start to finish

Desired Additional Experience and Qualifications:

- Experience in public and media relations

Leadership Qualities and Personal Attributes

- Highly strategic: Sees the big picture and stays focused on strategy
- Deep listener: "Learn-it-all not know-it-all"
- Collaborative: Effectively builds buy-in up, down, and sideways
- Reliable: Follows through on commitments, meets frequent deadlines with no supervision in a fast-paced environment with many competing demands
- Coaching orientation: Builds trust and confidence within own team and other PCTA staff
- Confident and humble: Able to advocate for communications and marketing perspective and effectively introduce colleagues to new thinking
- Has the ability to frame ideas in ways that help colleagues understand both big-picture concept and resulting concrete actions / results
- Has a personal connection to the outdoors
- Has the ability to travel and work an irregular schedule when needed

Physical Requirements:

The ability to sit for several hours at a time

PCTA Director of Marketing and Communications, continued

Typical Working Conditions and Travel:

The Director of Marketing and Communications will work either in the PCTA headquarters, currently located in Sacramento, CA, or remotely from a west coast location. If working remotely, the Director of Marketing and Communications should be available to attend several full days of meetings at the headquarters office in Sacramento at least once per month and occasionally more often. The position will also require episodic travel to sites up and down the west coast including visiting communities along the Pacific Crest Trail.

Equipment Used:

The Director of Marketing and Communications will work with a desktop computer, necessary computer peripherals and other common office equipment.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Employee Acceptance _____ Date _____