



## **Trail Programs Manager**

### **POSITION SUMMARY**

The Trail Programs Manager will direct and implement multi-faceted trail outreach programs, including National Trails Day<sup>®</sup> (NTD) and the National Trails Fund. The Manager develops strong working relationships with trail and conservation organizations across the country. Key responsibilities include organization of NTD, the nation's largest trail and outdoor celebration, event planning, coordination of corporate sponsorship and promotions programs, external communications, marketing and promotion. The Manager oversees the annual National Trails Fund grant proposal process, judging, and award distribution. Other responsibilities include annual program budget preparation and fiscal oversight, representing American Hiking at meetings and conferences, and managing consultant contracts and seasonal interns, as needed. The Manager reports to the Vice President for Programs.

### **DUTIES & RESPONSIBILITIES:**

#### **National Trails Day<sup>®</sup>**

- Marshal and direct organizational resources for successful planning and execution of NTD.
- Coordinate production and distribution of planning and promotional kits, newsletters and other promotional materials. Ensure well-organized, efficient NTD fulfillment that meets all deadlines.
- Respond to requests for information and assistance from prospective event hosts and encourage their participation in the program. Promote media coverage for NTD.
- Develop written materials, such as fact sheets, press releases, action alerts, and other printed materials. Responsible for development and submission of NTD annual report.
- Work with Director of Development to implement promotions and NTD corporate sponsor programs.
- Maintain on-line NTD event data base.
- Plan and implement signature NTD events with key sponsors and serve as the principle line of contact with event planners and facilitate partnerships among trail groups, agencies and businesses.
- Promote NTD to federal land agency partners, provide leadership on trail outreach and promotion efforts, and cultivate new partnerships as appropriate.

## **National Trails Fund**

- Oversee national promotion of program to Alliance members and the public.
- Manage grant proposal process, including development and approval of annual judging guidelines and proposal submission.
- Liaison with National Trails Fund Committee and prepare award recommendations report for Board submission.
- Manage distribution of grant awards and timely notification, as well as effective communications with all corporate sponsors.

## **QUALIFICATIONS:**

- Bachelor's degree in recreation, marketing, or communications preferred.
- Motivated self-starter with strong multi-tasking skills and an ability to manage complex, national-level programs. Excellent fiscal management and administrative and organizational skills.
- Minimum of two years of program management experience (conservation, recreation, grants, or related applications) are desired. Event planning and management experience a plus.
- Excellent written and verbal communication skills. Ability to prepare a variety of graphic communication tools such as brochures, fact sheets, plans, and other print and web-based media. Familiarity with media, social media, and public relations tools is a plus.
- Proficiency in MS Office software applications, presentation software and electronic communication.
- Ability to work with limited supervision, including long hours and occasional weekends.
- Some travel is required.
- Willingness to hike, participate in occasional trail maintenance projects, and enjoy the outdoors.
- Commitment to the mission of American Hiking Society.
- The position is based at the organization's headquarters in Silver Spring, Maryland, one block from the Metro.

## **WORK ENVIRONMENT**

American Hiking Society is the only national organization dedicated to promoting and protecting America's hiking trails, the natural areas that surround them, and the hiking experience itself. We provide an exciting, creative, and professional yet relaxed nonprofit atmosphere with a strong outdoor and conservation ethic. Position requires a willingness to hike and share a love of the outdoors with all stakeholders. Occasional weekend work and long hours are required. American Hiking Society is an equal opportunity employer, and offers benefits including health, discounts on outdoor gear, and generous vacation.

Send cover letter and resume to 'Trail Programs Manager Job Search,' American Hiking Society, 1422 Fenwick Lane, Silver Spring, MD 20910 or email same, with job title in subject line to [info@AmericanHiking.org](mailto:info@AmericanHiking.org). Visit [www.AmericanHiking.org](http://www.AmericanHiking.org) for more information.