



THE CATAMOUNT TRAIL ASSOCIATION

BREAKING TRAIL SINCE 1984

Job Title: Communications and Engagement Manager

Position Description: The CTA's mission is to expand access to Vermont's backcountry because we believe days spent in the mountains with friends are powerful, and that those experiences should be open to everyone. We are an organization of backcountry enthusiasts, volunteers, and supporters working to steward the Catamount Trail, manage backcountry ski terrain, permanently protect mountain lands, and expand access to skiing. By building trails, community, and opportunity we connect people to Vermont's mountain landscape.

The Communications and Engagement Manager leads the CTA's efforts to connect with the backcountry ski community in Vermont, and the CTA's 2500 members, through communications, events, and programming. This position is responsible for the CTA's digital and print communications, and works with the Executive Director to develop strategies to increase engagement and support for the CTA. The Communications and Events Manager also organizes CTA tours and events to build engagement with the backcountry skiing community and further the CTA's mission of expanding access to Vermont's backcountry.

Key Qualifications

Communications background.

A passion for Nordic and backcountry skiing.

Experience organizing and promoting events.

Excellent written and verbal communication skills.

Proficiency with website management and social media marketing.

Experience with Adobe Creative Suite.

Ability to work independently as well as in a collaborative group setting.

Experience working with volunteers.

Creative and self-motivated.

A flexible schedule, including the ability to work occasional evenings and weekends.

Primary Responsibilities

Communications and Membership

Produce the CTA's electronic communications, including Website content, social media, and e-newsletters.

Produce the CTA's print communications, including the annual newsletter, membership brochures, annual reports, event posters, advertisements, and member rewards book.

Coordinate communications and print materials for the CTA's flagship event, the Race to the Top of Vermont.

Set appropriate tone and ensure consistent messaging and branding across all CTA communications and marketing materials.

Develop media relationships and promote coverage of CTA programs.

Respond to member inquiries and support membership initiatives.

Manage systems for online membership and fundraising appeals.



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Coordinate with business community and develop support for CTA Rewards Book, raffles, events, and CTA programs.

Work with Executive Director and Membership Committee to meet CTA membership goals.

Events and Engagement

Represent the CTA at community events.

Organize and promote CTA fall membership drive including film screenings and the CTA Annual Meeting.

Organize and promote CTA winter events including Community Ski Days and Backcountry Clinics.

Coordinate CTA multi-day and single-day tours in partnership with CTA Tours Committee.

Work with CTA staff and board to develop strategies for increasing event participation at Race to the Top of Vermont and other events.

Support Race to the Top Director as needed.

Work with Executive Director to coordinate CTA raffles, annual Founders Society gathering, and other fundraising initiatives.

Other duties as assigned.

Position Details and Benefits

Reports to: Executive Director

Status: Full-time, salaried

Salary Range: \$51,000-\$54,000 annually depending on experience.

Benefits: Flexible benefits that can be applied to retirement or health care plans.

Paid Time Off: Paid time off for all employees. Paid holidays. Paid family leave.

Flexible Schedule: Flexible schedules are encouraged and supported. Must be coordinated with Executive Director.

Remote Work: Hybrid work schedule is allowed. Must be able to work from the CTA office in Waitsfield, VT at least one day per week and attend events throughout the year.

Equal Opportunity Employer: The CTA maintains a strong commitment to diversity and openness. We seek a diverse staff and group of volunteers. Positions, volunteer opportunities, and services are open to all applicants without regard to race, color, national origin, ethnicity, disability, age, gender, economic background, sexual orientation, political affiliation, veteran status, religion, or creed.

How to Apply: Send PDF formatted resume, cover letter, and one-page writing sample to:

Matt Williams - Executive Director

jobs@catamounttrail.org

Questions: Email Matt Williams, jobs@catamounttrail.org

Application Deadline: Open until filled. Application review will begin September 16th.