

**Ice Age Trail Alliance**  
**Director of Marketing and Community Relations**  
**Staff Position Description**

**Job Title:** Director of Marketing and Community Relations  
**Supervisor:** Executive Director/CEO  
**FLSA:** Exempt

**Summary**

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Reporting to the Executive Director/CEO, the Director of Marketing and Community Relations is responsible for planning, development and implementation of all of the Alliance's marketing strategies for both external and internal audiences and coordinates same with the strategic and tactical goals of the Alliance.

**Core Accountabilities**

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- Work closely and collaborate as a member of the Senior Leadership Team.
- Implement short-range and long-range program associated with the strategic plan and other operational goals.
- Act independently within broad program goals to prioritize tasks in the absence of specific instructions and exercise independent judgment to identify and solve problems.
- Interface directly with vendors and contractors that provide services, software or tools to maximize the Alliance's profile, reputation and image.
- Liaise with all functional areas of the Alliance including, but not limited to the Trail, Lands and Philanthropy programs to improve specific program and cross-program advancement.
- Supervise, evaluate and provide direction to the Communications team comprised of the Outreach and Education and Communications Managers and seasonal/intern staff.
- Consolidate and prioritize all Alliance programmatic needs for marketing and promotions.
- Assure that all resources and opportunities associated with outreach and communications are explored for potential implementation.

**Experience Requirements**

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- Qualified experience in a communication or public relations position of a nonprofit or for-profit organization. Experience in conservation or other environmental organizations is preferred.
- Experience leading, delegating responsibility and supporting staff and volunteers.

- Experience with current technologies in marketing, social media platforms and community relations.
- Knowledge of current and evolving trends and best practices in the field of marketing and community relations that may be applied in the non-profit sector.
- Familiarity and commitment to understanding and implementing JEDI principles.
- Confident public presence.
- Minimum Bachelors Degree.

### **Skills**

- Ability to communicate clearly through written and oral means.
- Has the functional and technical knowledge and skills to do the job at the highest level of accomplishment.
- Ability to work in partnership with others in a collaborative role.
- Ability to accurately plan the length and difficulty of tasks and projects with colleagues

### **Leadership Competencies**

- **Approachability** - Is easy to approach and talk to; spends the extra effort to put others at ease; can be warm, pleasant, and gracious; is sensitive to and patient with the interpersonal anxieties of others; builds rapport well; is a good listener; getting informal and incomplete information in time to do something about it.
- **Customer Focus** – Is dedicated to meeting the expectations and requirements of internal and external “customers”; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Interpersonal Savvy** – Relates well to all kinds of people - up, down, and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact.
- **Creativity** – Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
- **Delegation** – Clearly and comfortably delegates both routine and important tasks and decisions; broadly shares both responsibility and accountability; tends to trust people to perform; lets direct reports and others finish their own work.
- **Organizing** - Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful

- **Managing Vision & Purpose** - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; creates mileposts and symbols to rally support behind the vision; makes the vision sharable by everyone; can inspire and motivate others.
- **Written Communication** - Is able to write clearly and succinctly in a variety of communication settings and styles that have the desired effect.

### **Other Essential Attributes**

- Must be able to travel on the behalf of the Ice Age Trail with volunteers, landowners, and other interested parties.
- The position requires some travel that may require the incumbent to be exposed to adverse weather and road conditions.

### **Location**

This position is based at the Ice Age Trail Alliance Headquarters in Cross Plains, WI.

### **How to Apply**

Please send a cover letter and resume to [careers@iceagetrail.org](mailto:careers@iceagetrail.org) with "Application for Director" in the subject line by May 14, 2021. You will receive confirmation of your application within three business days. No phone calls, please.

### **What to Expect**

When you join our team:

- You can expect to work with a small team of passionate people that are creative and committed to having an impact and getting their work done.
- You will have great benefits and work-life balance.

### **Compensation**

The Director of Marketing and Community Relations will be compensated with a competitive base salary and a strong benefits package, including a 403b plan.

### **Eligibility**

The Ice Age Trail Alliance is an equal opportunity employer. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status or current employment status. We value diverse experiences and educational backgrounds.