



# CONTINENTAL DIVIDE TRAIL COALITION

## Communications Manager Job Announcement

Position Title: Communications Manager  
Status: Full Time, Salary, Exempt  
Supervisor: Director of Communications  
Office Location: Remote/hybrid in Golden, CO, or Santa Fe, NM.  
Start Date: November 2025

The mission of the Continental Divide Trail Coalition is to complete, protect, and elevate the Continental Divide National Scenic Trail and inspire a diverse community to steward the trail and its connected landscapes.

### POSITION SUMMARY

The Continental Divide National Scenic Trail (CDT) spans 3,100 miles through New Mexico, Colorado, Wyoming, Idaho, and Montana, connecting people and communities to the diverse landscapes of the Continental Divide. The addition of the Communications Manager will play a key role in advancing Continental Divide Trail Coalition (CDTC) communications and lead the organization's digital marketing and social media strategy.

This position will strengthen CDTC's ability to reach and engage audiences by developing innovative approaches to communications management, growing digital engagement across platforms, and supporting creative promotion of CDTC's programs. The Communications Manager will also help elevate the CDT and the voices of the communities connected to it through impactful and strategic storytelling.

Working closely with CDTC staff, as well as partners and stakeholders, the Communications Manager is a collaborative position that will enhance the visibility of the CDT, broaden support for CDTC's mission, and ensure that communications effectively highlight the trail's significance and the people who steward it.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Campaign Strategy and Implementation

- Develops and executes communications campaigns, marketing, and resources that enhance CDTC's outreach, fundraising, and community engagement efforts.
- Leads CDTC's social media strategy, including platform-specific content, campaigns, community management, and growth analytics.
- Works closely with Trail Programs staff to highlight stewardship, conservation, and community initiatives, ensuring communications amplify on-the-ground projects and the CDT experience.
- Collaborates with the Director of Communications to help implement a comprehensive communications plan and ensure alignment with CDTC's brand standards.



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## **Content Development, Management, and Reporting**

- Leads website design, updates, and general maintenance in coordination with staff and external vendors to ensure timely, accurate, and engaging content.
- Executes the creation, editing, and distribution of print and digital materials—including e-newsletters, brochures, reports, and web content—ensuring brand consistency and quality.
- Develops and manages a content calendar by drafting and scheduling content for digital platforms and social media.
- Tracks social media and digital engagement metrics to inform content strategy and assist with reporting.
- Stays informed on organizational initiatives to help create relevant, timely content aligned with communications goals.
- Collaborates with the development team on mission-aligned storytelling and other content to support CDTC's donor engagement, growth, and comprehensive fundraising strategy.

## **Media and Public Relations**

- Supports media outreach efforts through press releases, managing and tracking media contacts, and assisting with content distribution and coverage opportunities.
- Maintains consistent messaging and supports storytelling initiatives in coordination with the Director and program staff.
- Attends occasional in-person events on behalf of CDTC and develops relationships with the public.

## **Digital and Visual Resource Management**

- Manages CDTC's media asset library and provides guidance to staff on its use.
- Initiates co-branded content creation with partners and stakeholders, including blogs, promotional materials, and social media campaigns, to educate, inform, and engage diverse audiences.

## **Planning and Budget Management**

- Works with the Director of Communications to develop annual strategies, work plans, goals, objectives, and budgets aligned with CDTC's Strategic Vision.
- Maximizes effectiveness and expenditures, and works within the program budget.

## **APPLICANT QUALIFICATIONS & EDUCATION**

Must have a minimum of 3 years of professional experience in communications, marketing, or a related field. Education or formal study in communications or marketing is welcome. Previous experience in a leadership role is also beneficial for this position.



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## REQUIRED SKILLS & EXPERIENCE

- Track record in developing and implementing comprehensive marketing campaigns.
- Proven experience in managing a digital marketing and social media strategy (growth, engagement, analytics), ideally for a non-profit or mission-aligned organization.
- Strong skills in content creation for web, social, and email platforms.
- Project management, organization, and prioritization skills; able to manage multiple initiatives simultaneously.
- Experience in website layout and design.
- Digital design and proficiency in Adobe InDesign.
- Email marketing software proficiency (MailChimp, Constant Contact, etc.).
- Ability to consistently apply organizational voice and tone across all communications.
- A collaborative mindset with a solutions-oriented approach to teamwork and stakeholder engagement.
- Excellent written and verbal communication skills, including the ability to engage diverse audiences.
- Skilled in building cooperative relationships and addressing challenges through creative problem-solving.
- Ability to translate complex concepts into clear, compelling messages for target audiences.
- Commitment to the outdoors and alignment with CDTC's mission and values.
- Support and active contribution to environmental justice initiatives; experience working with diverse communities.
- Flexible and adaptable to different organizational cultures and leadership styles.
- Self-motivated and entrepreneurial, with a track record of independently launching and executing initiatives.
- Highly organized with excellent time management and attention to detail.

## PREFERRED TECHNICAL SKILLS & PROFICIENCIES

- Proficiency in WordPress.
- Proficiency in Adobe Photoshop.
- Experience using social media management software (Hootsuite, Hubspot, etc.).
- Experience working in CRM systems (Salesforce, NeonOne, Bloomerang, etc.) and with project management software ([monday.com](https://monday.com), Asana, etc.)
- Proficiency in Google Analytics, with the ability to track, interpret, and report on website and campaign performance metrics.

## DESIRABLE SKILLS & EXPERIENCE

- Experience with [Monday.com](https://monday.com) or project management software.
- Audio or video media editing and/or production experience.
- Knowledge of the National Trails System and/or the Continental Divide National Scenic Trail.
- Familiarity with the culture of the Rocky Mountain West, particularly conservation issues and the challenges facing rural communities.



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## **SUPERVISION AND WORK ENVIRONMENT**

The Communications Manager works under the direct supervision of the Director of Communications and in close collaboration with every department and region. Maintaining a flexible schedule is essential. This position requires some travel or after-hours events (including weekends) that may last up to one week in duration.

Remote work setting is allowable in Colorado or New Mexico with access to CDTC offices in Golden, CO, and/or Santa Fe, NM.

This position description summarizes the main duties of the job. It neither prescribes nor restricts the exact tasks that may be assigned to carry out those duties.

## **COMPENSATION AND BENEFITS**

The annual salary range is \$58,000-\$62,000. CDTC also provides benefits, including \$450 a month towards a company-sponsored health insurance, \$50 a month cell phone reimbursement, \$75 a month 403(b) retirement plan contributions, and a starting annual paid time off package of 29 days in addition to 14-16 paid holidays per year.

## **TO APPLY**

Interested individuals should send a resume, cover letter, two design examples, and two writing samples to Jaime Jennings at [info@cdtcoalition.org](mailto:info@cdtcoalition.org) with the subject line "Communications Manager Application".

Design samples highlight experience creating visual content and may include social media graphics, newsletters, or other marketing collateral.

Writing samples demonstrate an ability to craft clear, compelling communications and can include articles, press releases, technical writing, blogs, and social media post copy, but at least one writing sample must be a press release or article written solely by the applicant.

The application deadline is September 22, 2025.

## **EOE Statement**

CDTC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, genetics, or other protected status. For information about CDTC, please visit our website at [Who We Are | Continental Divide Trail Coalition](#)