



Communications & Graphic Design Contractor

Background:

Scope of Work

The Continental Divide Trail Coalition is seeking a communications contractor for three months to manage CDTC's ongoing marketing and communications efforts. The contractor will be responsible for the following tasks throughout the contract period:

- a) Maintaining CDTC's social media presence by creating engaging content for CDTC's primary social platforms – Facebook, Instagram and Twitter
 - i) Develop a content calendar and efficient method for CDTC staff to share all relevant information
- b) Provide basic maintenance to the CDTC website and photo archive with updates as needed
- c) Maintain pre-established relationships with journalists along the CDT corridor, edit and send press releases written by full-time staff as needed
- d) Create and send email content as needed informing CDTC constituents about new opportunities, promotions, and activities (~1x/month)
- e) Work with CDTC staff on blog creation, editing, and promotion
- f) Help organize, promote and facilitate CDTC's larger virtual events, including the annual virtual Town Halls for CDTC members in January
- g) Provide basic training/information sharing to new Communications Manager set to onboard in February, 2023

Goals and Qualifications

The primary goal of this contract is to maintain CDTC's reputation of excellence in communications and continue to grow a diverse audience to build the community of those who value the CDT. CDTC is seeking an individual experienced and successful in social media management, written and verbal communications, and ideally one who is familiar with the outdoor/environmental sector. Our ideal candidate should have basic knowledge of National Scenic Trails, and the Continental Divide National Scenic Trail (CDT) in particular.

The successful candidate will be able to do the following:

- Work closely with CDTC staff to develop engaging content on a wide range of topics relevant to CDTC's audience and CDTC's priority initiatives

- Build content that reinforces principles of justice, equity, diversity, and inclusion, and demonstrates CDTC's commitment to helping ensure all individuals feel welcome and can identify with the CDT experience
- Write diverse content across a variety of channels and targeted to engage and grow CDTC's audience
- Feel proficient using Google Suite, MailChimp, Wordpress, Zoom Webinar, Adobe Creative Suite, Canva, Monday.com and other digital products to produce high-quality communication information
- Analyze performance of content across channels and adapt to increase the reach and effectiveness of content
- Send targeted press alerts and follow-ups to journalists in the five CDT states

Administration and Time Commitment

This contract will be managed by CDTC's Director of Development and will communicate with all staff via email on at least a monthly basis to understand their communications needs. The person in this position will work closely with the Director of Development to maintain voice and branding consistency in all created materials, publications and other outward facing communications.

Location:

Remote! Option to work in one of CDTC's two offices if desired (Golden, CO or Helena, MT)

Budget:

CDTC has a budget of \$2500 per month for this work. We intent for this to be a monthly fixed-fee contract for three months.

Timeline: CDTC would like this contract to begin November 9, 2022 and run until February 8, 2023. This will allow overlap time with CDTC's current Communications Manager prior to her maternity leave.

Response to Proposal:

Please submit a response of no more than two pages explaining your ability to provide the services outlined above. Please include links or samples of past work (these examples will not count towards the page limitation). Responses are due to lmurray@continentaldividetrail.org by November 1, 2022.