

WinMan Trails Marketing Specialist

WinMan Trails

JOB OVERVIEW

The Marketing Specialist is responsible for developing and implementing fundraising and marketing strategies for WinMan Trails. Key duties include program development, fundraising, marketing and advertising, and event planning and coordination. The position also requires assisting with obtaining required approvals from the Wisconsin Department of Natural Resources, as well as subsequent compliance reporting. The Marketing Specialist will participate with the WinMan Board in the development of strategic plans. This position is approximately three-quarter time and reports to the WinMan Trails Managing Director, or his designate.

GENERAL RESPONSIBILITIES

- Continue to build the WinMan brand of excellent trails for all levels of users and all seasons that focuses on the user experience and community involvement
- Participate in the preparation of annual operating and capital budgets and operate within budget parameters for the budget period. Develop special project budgets as necessary
- Assist Property Manager in preparing Requests for Proposals for special projects to include project specifications and budget, as well as bidding projects. Results are presented to the Managing Director and Board
- Collaborate with WinMan Board in preparation of Strategic Plans, and ensure strategies are carried out according to plan in areas of responsibilities
- With Property Manager, develop appropriate reports for tracking WinMan user data, social media contacts and other important metrics useful in monitoring WinMan activities, growth, user feedback and overall performance. Complete reports on a regular basis and review with WinMan staff, Managing Director and Board
- Assist Property Manager with the rental program, including filling reservations, fitting renters with appropriate equipment and otherwise working closely with the Trail Manager to ensure an excellent user experience
- Perform other tasks consistent with this job description as necessary or appropriate

PROGRAMMING AND MARKETING

- Create a marketing plan to attract users, donors and volunteers while building the brand and image of WinMan
 - Contribute to the production of kiosk content, articles, blogs, and other promotional and educational materials
 - Create marketing collateral for events, programs and other projects
 - Create a marketing/event calendar
 - Create and implement a plan to cross-market WinMan with other organizations, clubs, schools and businesses
 - Maintain and distribute a WinMan brochure to educate and build user numbers
- Oversee the creation and execution of trail events to ensure excellent delivery of services in collaboration with the Property Manager
 - One to four signature events per year
 - Programs to benefit high school mountain bike teams, local schools, camps and other youth groups
 - Programs to develop and grow WinMan users
- Collaborate with the Property Manager in building a volunteer database
 - Develop programs for volunteers to assist the Property Manager with trail building and maintenance, and other programs offered by WinMan Trails
 - Develop programs to recognize volunteers and donors
 - Establish an Adapt-a-Trail Program for volunteers to assist in maintenance of trails
- Design and order apparel as needed, keep online store inventory up-to-date and fulfill orders

FUNDRAISING AND DEVELOPMENT

- Develop a donor and sponsor program to maximize fundraising efforts and that allows WinMan to be financially sustainable.
- Develop, maintain, and enhance relationships with members, donors (including major and prospective), foundations, corporations, government agencies, organizational partners and local leaders to establish and maintain support for WinMan
- Present the value that WinMan and other silent sports venues have to offer to agencies, organizations, and the general public with enthusiasm and professionalism

- Supervise the membership program (Friends of WinMan Trails) ensuring it helps support WinMan operations and continued growth, and provide a database for organizing focus groups, volunteer groups, etc.
- Seek out and apply for grant monies from organizations and entities that support activities consistent with WinMan Trails mission.
- Identify and pursue funding/revenue sources consistent with WinMan goals, and as warranted by program needs
 - Bike shop, coffee shop, campground and retail
- Create and execute a plan for personal development with the purpose of staying inspired, bringing fresh ideas to WinMan and to keep us a leader in silent sports in our area

SOCIAL MEDIA AND DIGITAL PRESENCE

- Maintain current communications with social media followers on Instagram & Facebook
 - Produce content, take daily photos at the trails, incorporate graphics to tell compelling stories as needed
- Utilize and oversee digital advertising (Google Ads and Facebook)
- Engage with media to help promote the area, build relationships with Chambers, towns and outdoor groups
- Maintain and improve website content, navigation, organic search. Keep web content current at all times
- Design and produce e-newsletters, press releases and other external communications. Utilize calls to action to increase reader engagement and donors
- Create and implement a plan to make it easier for our users to refer friends to WinMan

Ensure email list is continuously growing and the information is accurate and up to date

QUALIFICATIONS

- Prefer Bachelor's Degree or a minimum of 5 years experience in a related field
- Knowledgeable in Paypal, Wordpress, Google Analytics, Google Adwords, Instagram, Facebook and Facebook Analytics
- Passion and knowledge of trail use, such as mountain biking, cross-country skiing, snowshoeing, hiking, trail running and other silent sports activities
- Strong organizational abilities including planning, delegating, program development and task facilitation
- Demonstrate the ability to collaborate with other staff and volunteers
- Experience with grant writing and knowledge of fundraising strategies and donor relations unique to the not-for-profit sector desirable but not necessary
- Ability to convey WinMan Trails strategic vision to volunteers, donors and sponsors
- An ability to identify and deliver excellent customer service and experiences
- Experience working with land management agencies and other government entities desirable but not necessary
- Strong written and oral communication skills
- Enjoy working in the outdoors
- Ability to interface and engage diverse volunteer and donor groups