Inspiring Hikers to Create Trails for Everyone, Forever

Washington is home to extraordinary hiking destinations, including desert dunes, wild beaches, tranquil mountain tops and raging rivers. Washington is also home to a community of people who are passionate about exploring and protecting these places. This constituency—our members and supporters—is key to the future of trails in Washington.

Washington Trails Association (WTA) is the nation's largest hiking and trail maintenance nonprofit. We have a 50-year legacy of engaging the hiking community to ensure Washington's trails stand the test of time. With more than 27,000 members and an online community of over 300,000 and growing, we are connecting people to the outdoors — from everyday adventures to backcountry explorations. Each year 4,500 WTA volunteers perform over 160,000 hours of trail maintenance across the state. We mobilize hikers as public lands advocates, trail stewards, and on-the-ground experts sharing knowledge with fellow hikers. WTA's strength is our community and our vision depends on fostering an inclusive organization where everyone feels welcome and represented. Together we can ensure there are trails for everyone, forever.

Position Summary

WTA is looking for a strong writer with digital and community management skills who can collaborate with WTA staff to get our online audiences excited about and engaged with our programs. As a communications team member, the Digital Communications Coordinator will help enhance communications across the organization, using the magazine, website, email newsletters, social media and other platforms to inspire WTA members and supporters.

The Digital Content Coordinator is responsible for the day-to-day management of WTA's social media channels, engaging with our community and helping expand the reach and influence of the organization.

Primary Responsibilities

Content Creation (45%):

- Write, edit, publish and maintain original content for the website and other mediums that supports the programmatic work of WTA. This includes blogging and producing semi-static content with a particular emphasis on our Lost Trails Found and Trail Smarts campaigns.
- Collaborate with communications and program staff on story development and timing.
- Ongoing website audit to ensure evergreen pages are still relevant, updating information as needed.
- Create original video content and story reels for digital channels that tell the story of WTA's work and inspire people to get more involved.

Community Management (45%):

- In concert with WTA's digital and marketing strategies grow and engage WTA's social communities (primary manager of Twitter, Instagram and Facebook).
- Seek out and evaluate opportunities to expand WTA's reach in new communities and social platforms.
- Post relevant content in accordance with our content calendar and news hooks.
Digital Content Coordinator
Position Announcement - September 21, 2022

- Listen to the needs and requests of our community. Respond to emails, direct messages and comments to foster a positive online community and add value to our users’ experiences.
- Provide information and advice to community members looking for trail and hiking information.
- Implement strategies for increasing our reach and deepening engagement in WTA’s programs and campaigns.

General (10%):
- Assist with other WTA events as needed (including occasional nights and weekends).
- Attend and participate in WTA trainings, retreats and other program events.
- Other duties as assigned.

Experience, Skills, Knowledge, and Values
We are looking for a strong communicator with a demonstrated commitment to diversity, equity and inclusion. The successful candidate will understand how to create content in support of WTA’s strategic goals while fostering a safe and joyful online space. We are looking for someone who is inspired by WTA’s mission and driven to expand our community and reach, helping us achieve trails for everyone, forever.

Competitive candidates will highlight the following experience in their application, or express willingness to learn:

- 1-3 years of relevant experience in writing and communications, preferably with a nonprofit organization.
- Strong interpersonal skills, including the ability to maintain good professional relationships with staff, board, volunteers and contributors in person and digitally.
- Demonstrated ability to work with people of diverse races, ages, genders, abilities and economic backgrounds.
- Passionate and knowledgeable about hiking in Washington state.
- Exceptional writing, copy-editing and proofreading skills. Demonstrated ability to write in a variety of styles that complements WTA’s other external communications.
- Savvy with social media and digital communications.
- Strategic thinker, with the ability to map daily responsibilities to the organization’s mission and goals.
- Creative, self-starting and detail-oriented individual with the ability to find innovative uses of tools and technology to implement effective and efficient engagement strategies.
- Familiarity with social media marketing and scheduling tools such as Hootsuite.
- Design and image formatting skills, including use of Photoshop and InDesign, a plus.
- Familiarity with email marketing software, CMs and CRMs, such as Campaign Monitor and Salesforce.
- Experience delivering on digital performance indicators, analyzing performance and reporting.

Location and Schedule
The Digital Communications Coordinator position is a full-time, non-exempt position based in WTA’s Seattle office. WTA has a hybrid work model with at least 2 days of work per week in-person at our Seattle office. Some tasks may require in-person presence at the office or occasional evening or weekend work for special events. Vaccination requirements are in place for WTA staff and volunteers.
Digital Content Coordinator
Position Announcement - September 21, 2022

Compensation
Pay range is $25.00 - $28.00/ hour, depending on experience. Benefits package includes medical, dental, vision, retirement, disability, transportation, and holiday, vacation, parental and sick leave.

Diversity, Equity & Inclusion
WTA is committed to advancing equity through our work and to becoming a more inclusive organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability, and background) are strongly encouraged to apply.

WTA does not discriminate in employment opportunities or practices on the basis of age, color, gender identity, marital status, honorably discharged veteran or military status, national origin, citizenship or immigration status, political ideology, race, religion, sex, sexual orientation, genetic information, the presence of any sensory, mental or physical disability, status as a victim of domestic violence, sexual assault, or stalking, or any other status or characteristic protected by federal, state or local law.

To apply: submit a resume and a brief cover letter to jobs@wta.org. Include “Digital Content Coordinator ” in the subject line. This position is open until filled with priority given to applications received by October 5, 2022.

If you have any questions or need accommodation in our recruitment process, please contact jobs@wta.org. We look forward to hearing from you!