



GREAT ALLEGHENY PASSAGE CONSERVANCY

POSITION DESCRIPTION

Director of Business Partnerships and Events

Organizational Mission:

The Great Allegheny Passage Conservancy promotes its signature project, the 150-mile Great Allegheny Passage (GAP), and coordinates, strengthens, and supports the efforts of allied partners to ensure a high-quality experience for all those who enjoy the GAP. It leads national marketing and promotional efforts in conjunction with local and regional destination marketing organizations, curates the GAP's official trail map, produces *TrailGuide: The Official Guide to Traveling the C&O Canal Towpath and Great Allegheny Passage*, and maintains www.gaptrail.org. It coordinates trail count days and analyzes annual trail use patterns, updates wayfinding signage, engages trail town representatives on best practices, and oversees research that documents the impact of GAP travel on the regional economy. It also raises money for trail maintenance and makes emergency grants from an endowed fund. It is a nonprofit organization and holds 501(c)3 status with the Internal Revenue Service.

Summary:

The Director of Business Partnerships and Events develops and executes strategies to generate earned revenue for the Great Allegheny Passage Conservancy, with an emphasis on selling print and digital advertising and promoting small businesses along the GAP and C&O Canal Towpath. This work requires building and maintaining trustworthy relationships, chiefly among small business owners, chambers of commerce, trail town officials, corporate leaders, and trail travelers.

Essential Responsibilities:

A. Drive Advertising Sales

1. Develop and execute strategies for print and digital ad sales, including generating and following up on leads, and producing quotations, invoices, and reports.
2. Sell print advertising in *TrailGuide: The Official Guide to Traveling the C&O Canal Towpath and Great Allegheny Passage*, a 232-page book published annually by the organization and sold via retail and wholesale methods.
3. Sell print advertising in the Two Scenic Trails brochure, a folded marketing piece used to attract new audiences to the Great Allegheny Passage and C&O Canal Towpath.
4. Sell digital advertising packages on www.gaptrail.org and in related electronic platforms.
5. Collaborate with Executive Director to arrange the best mix of products and opportunities, and to brainstorm strategies for promoting businesses on the organization's social media channels.

B. Drive Merchandise Sales

1. Develop and execute strategies for the sale of print products, branded gear, and merchandise, including generating and following up on leads, and producing quotations, invoices, and reports.
2. Sell wholesale orders of *TrailGuide* for in-person purchase among national, regional, and local businesses, including key nonprofit partners.

3. Sell wholesale orders of branded gear and merchandise for in-person purchase among national, regional, and local businesses, including key nonprofit partners.
4. Collaborate with Executive Director on design, marketing, and fabrication of both *TrailGuide* and branded gear, and other products.

C. Develop Revenue-Generating Events and Partnerships

1. Create, plan, and execute one or more annual on-trail fundraising events that maximize participation and revenue.
2. Lead collaborative efforts with P3R or similar event operators to plan and execute on-trail fundraising events that maximize participation and revenue.
3. Secure donations from third parties – including for-profit and charitable organizations – which operate events on the Great Allegheny Passage, building partnerships around marketing and logistics if needed.
4. Create, plan, and execute occasional gatherings and workshops that serve the felt needs of small business owners, chambers of commerce, and visitor center/tourism representatives along the Great Allegheny Passage.

D. Related Work

1. Update and maintain the organization's data and keep maps current regarding the names, location, operating status, services, contact information, and owners of small businesses along the Great Allegheny Passage and C&O Canal Towpath.
2. Collaborate with Executive Director on developing the organizational budget, designing marketing materials and media kits, and pursuing the organizational strategic plan.
3. Along with colleagues, represent the organization at meetings and tabling events with partners as varied as the C&O Canal Trust, VisitPittsburgh, GO Laurel Highlands, Allegany County Tourism, and the Industrial Heartland Trails Coalition, among others.
4. Along with colleagues, download data from TRAFx counters positioned at 12 key locations along the Great Allegheny Passage.

Desired Knowledge, Skills, and Abilities:

- Enthusiasm for trails, outdoor recreation, bicycling, hiking, economic development, and tourism, especially along the Great Allegheny Passage
- Experience driving business-to-business sales, especially consisting of print and digital advertising and branded merchandise
- Experience securing corporate support for nonprofit organizations
- Experience creating and running revenue-generating public events
- Strong communication and interpersonal skills to effectively work among colleagues, volunteers, partners, and customers
- Reliable, trustworthy, and attentive to detail in work habits
- Ability to effectively handle multiple and shifting priorities while maintaining professional composure
- Ability to translate complex concepts into language or visuals easily comprehensible to a variety of audiences

- Able to pass a criminal background check (a finding on criminal background clearances is not an automatic disqualification, but rather, a conversation starter)

Required Experience/Education

1. Bachelor's degree in related field, preferred.
2. Minimum of five years of related experience
3. Proficient in using Salesforce, Microsoft Office Suite, Google Suite (to maintain calendars, contacts, and communication), and virtual meeting software. Skill in using WordPress, Google Analytics, and Adobe Creative Suite are helpful but not essential.

Working Conditions/Physical Demands

1. This is a hybrid at-home/office work position with variation in weekly and seasonal schedules. Some weekend and evening hours are required.
2. This position requires travel in your own vehicle, typically in Allegheny, Westmoreland, Fayette, Somerset and Allegany (Md.) Counties, but occasionally as far as Washington, D.C. Overnight travel is typically limited to 6-10 nights a year. Standard federal mileage reimbursements and per diems apply. A valid driver's license and insurance are required.
3. This position requires light work, including occasionally delivering and loading/unloading materials, and setting up a table and 10' x 10' canopy. Must be able to lift 40 pounds and exert 40 pounds of force, with frequent lifting or carrying of objects weighing up to 40 pounds.
4. This position requires the ability to see, hear, talk, and perform tasks requiring manual dexterity and visual acuity; it also requires the ability to sit, stand, walk, and other similar tasks requiring physical activity. Bicycling is a helpful skill but not essential.

Salary and Benefits

This is a full-time, exempt position reporting to the Executive Director, with an annual salary in the \$70,000 to \$76,000 range, plus a \$300/month stipend for medical insurance reimbursement. Benefits include 20 days of paid vacation, eight paid holidays, and five sick days, plus an annual professional development budget of \$1,000.

How to Apply

Please send a resume and compelling cover letter to Bryan Perry at bperry@gaptrail.org. We will accept applications on a rolling basis until the position is filled.

The Great Allegheny Passage Conservancy is an equal opportunity employer, hiring and promoting staff without regard to race, creed, ethnicity, gender, sexual orientation, marital status, national origin, age, military/veteran status, or any other characteristics protected by applicable federal, state, or local law.

This is not an exhaustive or all-inclusive document. Additional duties, expectations, or responsibilities may be added or changed on an as-needed basis in order to meet organizational needs. The physical demands are representative of those that must be met by an employee to successfully perform the essential function of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.