



VERMONT MOUNTAIN BIKE ASSOC.
SINCE  1997

Marketing and Communications Manager
Full-Time with Benefits
Reports to: Executive Director

Introduction

Interested in a flexible, full-time position supporting one of the country's largest state-level mountain bike advocacy organizations? The Vermont Mountain Bike Association (VMBA) is seeking a Marketing and Communications Manager to help us reach our 9,000+ Members and deliver on the goals outlined in our [5-Year Strategic Plan](#). This is a hybrid position with a flexible work schedule and weekly in-person meetings in VMBA's Waterbury office.

About us

Founded in 1997, VMBA's mission is to ensure the sustainability of mountain biking in Vermont and thoughtfully promote exceptional riding experiences for all through advocacy, education, and community-driven stewardship. We envision a future where mountain biking is at the center of healthy, economically vibrant, and environmentally sustainable communities throughout Vermont, with well-planned, accessible, and progressive trail systems state-wide. Our organization consists of 28 local Chapters, one central office, and 9,000+ individual members. Collectively, we steward over 920 miles of trail and deploy 25,000+ volunteer hours annually.

The Position:

VMBA is seeking an experienced and creative Marketing and Communications Manager to lead our efforts in promoting a vibrant, sustainable, and inclusive mountain biking culture across Vermont. This role will oversee all marketing, communications, and public relations activities, ensuring consistent branding and engagement with VMBA's diverse community of Members, Chapters, and partners. The role reports to the Executive Director and involves close collaboration with our Programs & Partnerships Manager, Operations Manager, and Chapters.

Duties and responsibilities:

- Develop, implement, monitor, and evaluate VMBA's marketing strategy and annual plan
- Create and run membership, education, and other promotional and informational campaigns
- Lead social media and email newsletter content development
- Develop and manage paid promotions

Vermont Mountain Bike Association
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- Build brand awareness through blogs, press releases, and other earned media (e.g. podcasts, interviews)
- Plan and coordinate marketing projects including print media, photography, and videography
- Monitor and leverage analytics to improve communication effectiveness
- Develop and oversee fundraising campaigns and raffles
- Manage VMBA's donor-relationship platform and gift recognition
- Oversee print collateral creation and distribution
- Manage the VMBA website and VMBA App
- Work closely with the Programs and Partnerships Manager to develop and implement sponsorship marketing deliverables
- Collaborate in the planning and execution of major VMBA events
- Lead communications with Chapters, working with the Operations Manager on administrative and Executive Director on governance and advocacy topics

Desired Qualifications:

- Proven experience in marketing, communications, or a related field (3+ years preferred)
- Proficiency with tools such as Adobe Creative Suite, Canva, Google Analytics, Social Media Management Platforms, WordPress, and CRM platforms
- Strong writing and editing skills, with an ability to tailor messaging for different audiences
- Knowledge of and passion for mountain biking and outdoor recreation
- Experience in non-profit or membership-based organizations is a plus
- Ability to independently manage multiple projects, deadlines, and priorities
- Detail-oriented and quick to learn and follow protocols
- Excellent interpersonal skills and the ability to collaborate with office and Chapter staff and Board members

Benefits:

- Flexible working hours and location
- Full-time salaried between \$50,000 - \$60,000, depending on experience
- Healthcare stipend
- Optional participation in VMBA's SIMPLE IRA retirement plan
- Competitive sick and vacation days
- 11 paid holidays per year
- Access to industry deals on components, bikes, and accessories

Additional Information:

VMBA is proud to be an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sexual orientation, gender identity, national origin, veteran or disability status. We are committed to building a team that represents a variety of backgrounds and skills to continue our work of [listening and learning](#), and we strongly encourage applications from women, people of color, ethnic minorities, LGBTQ, and persons with disabilities..

How to apply:

Qualified candidates are asked to please submit a brief cover letter, resume, and two references to jobs@vmba.org. Please use "VMBA Marketing and Communications Manager" in the subject line. Applications will be reviewed as they are received on an ongoing basis and interviews extended to competitive candidates. The job posting will close on **December 11th, 2024.**