

Alaska Trails Initiative Support Staff Job Description

Sept 2019

Overview

Work with AK Trails and associated partners to continue progress on the Alaska Statewide Trails Initiative. This ambitious, multi-year project aims to take greater advantage of Alaska's impressive but underdeveloped outdoor recreation resources, by advocating for more and better trails statewide, and making the case for the economic and other benefits those investments can bring.

The project is in its second year. A helpful summary of our objectives and progress to date can be found on the Alaska Trails website <http://www.alaska-trails.org/alaska-trails-initiative.html>

Responsibilities and skills needed for this position are summarized below; an overview of specific tasks is presented in the following section.

- **Strategic planning.** Help develop and advance actions supporting Trails Initiative objectives. This is a “work in progress” initiative. We have a strong team, who together have developed smart approaches and substantial momentum. We need to continue this work, including refining our strategies for trail projects and policies, and expanding support and partnerships.
- **Written and graphic communication skills.** Assist in preparing and refining attractive, persuasive materials needed for outreach and communication with a wide range of entities, including agencies, non-profits, elected officials, businesses and trail organizations.
- **Knowledge of Alaska outdoor recreation resources, issues and opportunities.** Direct experience with Alaska communities, trails, politics, public land management and recreation issues is strongly preferred, but not a strict requirement.
- **Personal communication and coalition building skills.** The main theme of this coming year's work is coalition building. This position will be responsible for helping to share information about the Trails Initiative and our goals, and to assist in reaching out and gaining support from a broad range of parties interested in Alaskan recreation, and Alaska's future.
- **Technical skills.** The draft Trails Initiative report (*linked above*) has been developed in “CANVA” – a software program like In-Design. Applicants should have skill in digital layout and design of attractive, persuasive documents. Skill with CANVA or equivalent programs is a strong plus, along with generally high level of understanding of modern IT communication, social media and other outreach tools.

This position would average 32 hours per week and run from late September through a comparable date in May 2020. Compensation to be determined based on experience but is expected to be \$25-32/hour. The position will be based in Anchorage, in the Alaska Trails downtown office, but will provide flexibility in the specific work location.

Please send a letter of interest and an associated resume to the people below, no later than Sept 20th, 2019.

Thank you for your interest. We look forward to hearing from candidates who share our passion for Alaska, and all the opportunities better trails and outdoor recreation can bring.

Steve Cleary, Executive Director Alaska Trails – steve.cleary@alaska-trails.org

Chris Beck, Alaska Trails board member, project lead – chris@agnewbeck.com

Erik Boraas, Executive Director, Juneau Trail Mix – erik@juneautrails.org

Overview of Role in Alaska Trails Initiative (ATI) Tasks over Coming Year – *estimated percentage of time by task*

1. Ongoing Coalition Building and Project Management 35%

Objective: Further expand the in-hand list of Alaska organizations, public agencies, outdoor recreation organizations with an interest in trails and outdoor recreation. Help develop and implement an outreach and coalition building plan, to create the broader, stronger trails/outdoor recreation coalition needed to support ATI objectives.

2. Trails Initiative Hardcopy and Online Products 35%

Objective: Assist in ongoing development ATI products: a) summary (“1 pager”) b) revised full report c) trails investment strategy.

3. Market Trends, Economic and Other Benefits – Statistics and Case Studies 5%

Objective: Help expand and strengthen evidence and examples of economic and other benefits generated by smart investments in trails and outdoor recreation infrastructure.

4. Expand Statewide Trails Inventory: Proposed New & Improved Trails 5%

Objective: Oversee development and documentation of an open-ended, continuing inventory of proposed trail and trail-related projects around Alaska.

5. “Featured Trails” 10%

Objective: Identify and help push towards reality a subset of trails/outdoor recreation projects from the full inventory in #3 above, identifying investments & benefits, helping bring together partners and land owners, and developing more specific plans and actions for progress.

6. Trails and Outdoor Recreation Policies 10%

Objective: Help expand and improve recommended policies affecting expansion of trails and trails funding, working with agencies at local, state and federal levels.

SCHEDULE - Draft

 Indicates time-specific product/action

 Indicates ongoing action (e.g. ongoing refinement of “work in progress” report)

	Sept '19	Oct	Nov	Dec	Jan '20	Feb	Mar	Apr	May
1. Ongoing Coalition Building and Project Management									
2. Trails Initiative Documents									
Summary “One pager”									
Revised Trail Report									
Trails Investment Strategy									
3. Economic Benefits, Market Trends, Case Studies									
4. Trails Projects Inventory									
5. “Featured Trails”									
Expand collection									
Provide support & advocacy									
6. Trails, Outdoor Rec. Policies									