



BAY AREA RIDGE TRAIL

Marketing and Engagement Director



At a once-in-a-generation inflection point — pursuing National Scenic Trail designation and building the trail toward completion — the Bay Area Ridge Trail Council seeks a visionary Marketing and Engagement Director to champion one of the Bay Area’s great public treasures.

Organization Background



The Bay Area Ridge Trail Council is a nonprofit dedicated to completing, connecting, and sustaining a 550-mile multi-use trail along the ridgelines encircling San Francisco Bay.

Founded in 1987 through the vision of park pioneer William Penn Mott, Jr., the Ridge Trail links people, parks, and open spaces across nine Bay Area counties—partnering with more than 75 public agencies and land management organizations to make it happen.

Today, the Ridge Trail Council is a team of 12 staff and a 20-member Board of Directors supported by 5,000 members and an annual budget of \$1.8M. The Ridge Trail Council leads planning and advocacy for trail development, hosts outings and events for hikers, runners, mountain bikers, and equestrians, and coordinates volunteer stewardship projects to help build, maintain, and restore the trail.

The Ridge Trail Council is at a pivotal moment. It is actively pursuing National Scenic Trail designation—federal recognition that would accelerate the trail’s completion and ensure its long-term preservation—while working to close remaining trail gaps and grow a diverse community of users and advocates. It’s an exciting time to join the team.



All Image are Courtesy of Bay Area Ridge Trail Council

Position Overview and Responsibilities

The Bay Area Ridge Trail has reached an important stage of organizational growth, with strong potential to expand its reach to new audiences, develop new community and corporate partnerships, and diversify revenue streams. The Marketing and Engagement Director is a strategic leadership role created to capitalize on these opportunities developing and implementing a cohesive strategy that integrates marketing, communications, events, and revenue generation to advance the Ridge Trail Council's mission and financial sustainability.

Reporting to the Executive Director, this position will lead a team of 2 FTE (Community Engagement Manager and Communications Manager) and work collaboratively with the Development Director, Deputy Director, and board leadership to grow the Ridge Trail's visibility, community impact, and contributed revenue. This role is both strategic and hands-on, requiring a leader who can develop a vision and build systems while also engaging directly with community, business, and park partners, producing compelling content, and maximizing the trail's impact for users, communities, and the organization.





Strategic Leadership & Planning

Develop and implement annual marketing, communications, and community engagement strategies aligned with organizational mission and goals.

Lead annual planning for events, campaigns, and partnership initiatives with clear metrics and revenue targets.

Monitor industry trends and best practices in outdoor recreation marketing and community engagement.

Track performance metrics; analyze results, and adjust strategies based on data.

Foster a collaborative, inclusive team culture by mentoring and developing a high-performing staff.

Revenue Generation & Partnerships

Work collaboratively with the Executive Director and Development Director to align engagement with broader fundraising priorities and ensure a coordinated organizational approach.

Identify, cultivate, and steward corporate partnerships and sponsorship (a key growth area for the Ridge Trail).

Build and maintain strong relationships with Bay Area businesses, community organizations, civic leaders, and other nonprofits.

Manage departmental budget of approximately \$400k while driving revenue growth toward and beyond full cost-recovery—with an initial target of \$250k from events, corporate partnerships, sponsorships, and membership acquisition.

Events & Volunteer Engagement

Provide strategic direction and leadership to the Community Engagement Manager to plan and execute trail events, dedications, and community outings.

Ensure events drive both community engagement and revenue generation, evaluating success through attendance, revenue, satisfaction, and mission alignment.

Identify and cultivate creator and ambassador partnerships, user-generated content strategies, and digital community building on traditional and niche channels (e.g., AllTrails, Strava, etc.).

Develop volunteer engagement strategies that build community and support trail stewardship and trail outings leader programs.

Marketing & Communications

Define and steward the Ridge Trail's brand positioning and identity, brand pillars, brand standards, visual identity, and core messaging.

Grow the Ridge Trail's brand awareness and ensure consistent messaging across all print and digital channels and materials.

Provide strategic direction to the Communications Manager in developing compelling content across all channels.

Oversee digital marketing strategy including website optimization, social media, email campaigns, and digital advertising.

Lead public relations efforts, serving as the primary media liaison and overseeing press outreach.





Desired Experience and Competencies

The Marketing and Engagement Director is a creative, community-focused leader who combines strategic marketing expertise with genuine passion for connecting people to nature and to each other. This is an extraordinary opportunity for a creative leader and communicator who thrives at the intersection of storytelling, community building, and mission-driven work and who is inspired by the vision of an interconnected regional trail that connects people of all ages, backgrounds, and abilities to parks and open space.

The ideal candidate brings a track record of building engaged communities and compelling campaigns with deep respect for the diversity of Bay Area communities and a commitment to equitable access and inclusion. They are a skilled manager who develops the talent of those they supervise, a natural collaborator who works fluidly across teams and partnerships, and a creative problem-solver who finds imaginative ways to reach new audiences and build lasting relationships.



Mission Alignment

Passion for the outdoors, trails, parks, and connecting people to nature.

Commitment to the Ridge Trail’s mission of a connected, accessible, world-class regional trail for all Bay Area residents.

Deep commitment to diversity, equity, inclusion, and environmental justice.

Adaptable and resilient in a dynamic, mission-driven environment.

Self motivated, proactive, engaged team member.

Understanding of the Bay Area’s park and open space, outdoor recreation, and environmental conservation landscape a plus.

Strategy Leadership & Planning

5+ years of progressive leadership experience in marketing, communications, and community engagement, with at least five years in a management or leadership role, preferably within the nonprofit sector.

Proven track record exceeding revenue goals and securing five- to six-figure corporate partnerships, sponsorships, and strategic alliances through integrated marketing strategies and events.

Demonstrated success building, leading, and mentoring high-performing teams.

Strategic thinker with the ability to translate organizational vision into actionable, operationalized, community-based strategies and manage multiple projects simultaneously.

Marketing & Communications

Proven ability to develop and execute integrated marketing and communications strategies across digital, social, email, print, and earned media channels.

Exceptional storytelling skills—written, verbal, and visual—with the ability to craft compelling narratives that inspire action among diverse audiences and trail user groups; a persuasive public speaker and natural collaborator who builds authentic relationships with diverse communities and partners.

Experience managing organizational brand, website, social media, and email platforms with proficiency in digital marketing tools, analytics, and CRM systems (Salesforce preferred).

Experience with media relations and a track record of securing meaningful earned media coverage.

Community Engagement & Outreach

Demonstrated experience designing and leading community engagement programs for diverse audiences, including communities of color, youth, accessibility, and other underserved populations.

Track record of building authentic partnerships with community organizations, nonprofits, and businesses.

Experience with content creator/ambassador programs, short-form video strategy, and platform-specific audience growth.

Cultural competency and genuine commitment to equity, inclusion, and belonging.

Experience with community organizing, grassroots mobilization, or constituency building for advocacy or public benefit purposes.

Familiarity with the Bay Area’s diverse communities, neighborhoods, and cultural landscape.



Compensation

This is a full-time, exempt, benefit-eligible position. The anticipated annual salary range for this position is \$105,000–\$120,000. The range provided is an estimate and will be evaluated on an individual basis, taking into consideration the candidate’s knowledge, skills, abilities, experience, and education.

The Bay Area Ridge Trail Council offers a comprehensive benefits package, including

- ◆ Medical, dental, and vision insurance for employees
- ◆ 401(k) plan with annual contributions when annual organizational finances permit
- ◆ 12 days of paid time off starting in year one, increasing with tenure
- ◆ 12 paid holidays per year, plus three days to be used during one of two specified “rest weeks” (combined with July 4 or year-end holidays)

Location and Requirements

The Bay Area Ridge Trail Council is located in a lovely co-working office space in West Berkeley, CA. The Marketing and Engagement Director will be based in the San Francisco Bay Area, with a flexible hybrid work arrangement.

The position requires regular in-person presence for events and meetings with partners, donors, and community constituents throughout the Bay Area region, including evening and weekend events and activities as needed. The position also requires transporting materials up to 25 pounds, attending outdoor events in varying weather conditions, and traversing uneven terrain, including walking up to five miles per outing on natural surface trails.

To Apply

Please visit potrerogroup.com/ridgeMED and select “Apply Here.” Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.

Interested and qualified candidates should apply by **July 27, 2026**, for priority consideration. The position is open until filled.

Start Date

Fall 2026



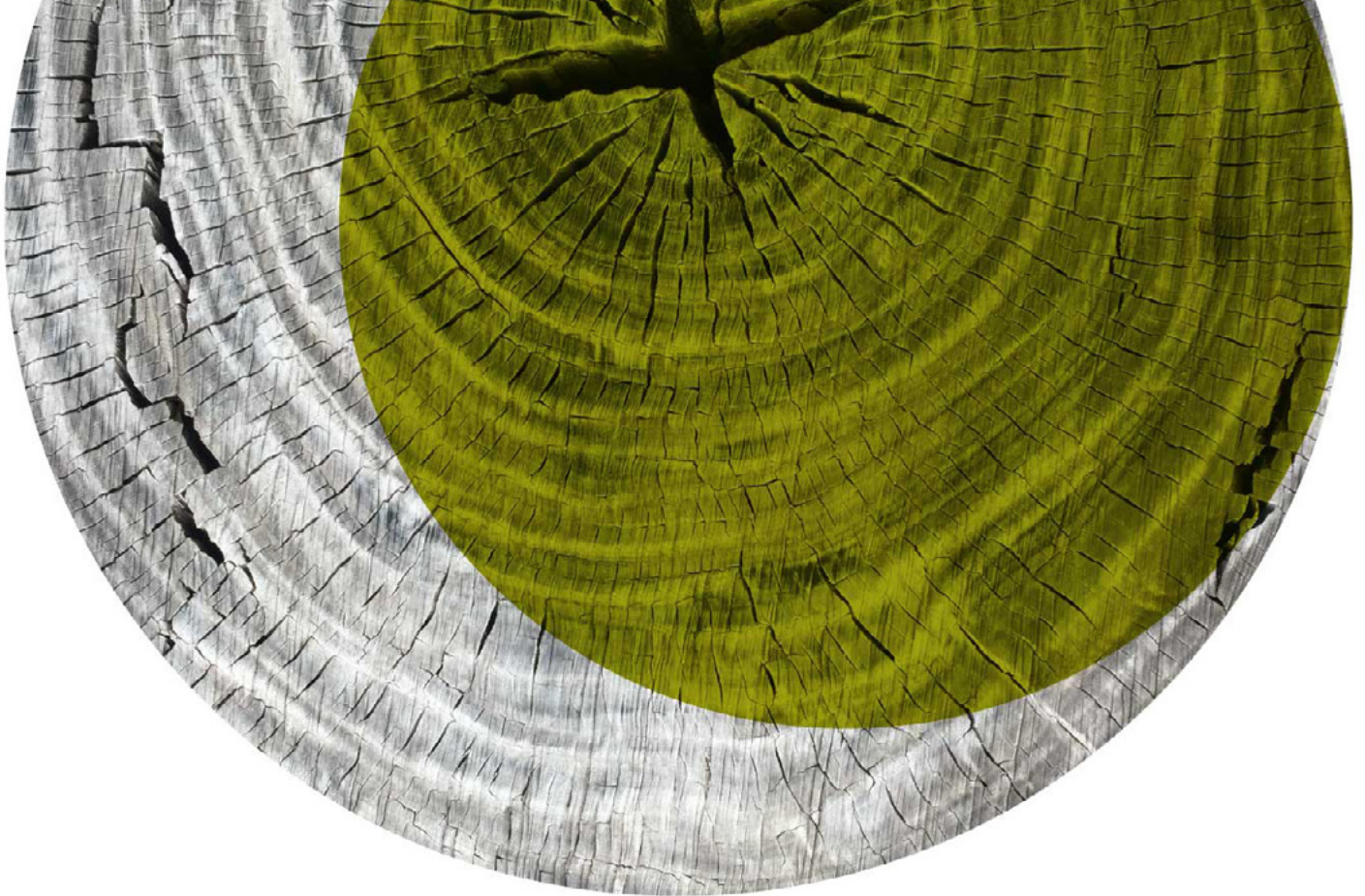
Additional Information

More information on the Bay Area Ridge Trail Council can be found at ridgetrail.org.

For additional information regarding this opportunity, please contact Andrew Leider, Potrero Group Managing Director and Search Lead, at aleider@potrerogroup.com.

Bay Area Ridge Trail Council is an Equal Opportunity Employer

Bay Area Ridge Trail Council is an Equal Opportunity Employer committed to building an inclusive workplace where all individuals feel welcome and respected. Bay Area Ridge Trail Council does not discriminate based on race, color, religion, national origin, age, sex, sexual orientation, gender identity, marital status, ancestry, disability, veteran status, or any other protected characteristic. Reasonable accommodations are available as required by law.



Potrero Group is honored to coordinate this search on behalf of the Bay Area Ridge Trail Council. We support innovative leaders and organizations making a difference in the world with strategic planning, facilitation, organizational development, and board and executive search services. We are committed to equitable and inclusive practices in all of our work.

To join our mailing list or for more information, please visit PotreroGroup.com.