

July 21, 2025



Piedmont Legacy Trails Coordinator

Job Title: Piedmont Legacy Trails Coordinator

Reports To: Conservation Planner, Piedmont Land Conservancy

Works Primarily With:

Conservation Planner, Director of Communications and Engagement, PTRC Planning Director

Type of Position:

Full-time (40 hours/week)

Deadline:

Applications accepted until position filled, with priority on applications submitted by August 20.

Quick Position Description:

Join a passionate team dedicated to getting more people outside on trails and creating more opportunities for the development of trails in the Piedmont Triad.

The position will coordinate efforts for Piedmont Legacy Trails, a regional trails collective for the Triad that is jointly managed by Piedmont Land Conservancy (PLC) and Piedmont Triad Regional Council (PTRC).

As the coordinator for the collective, you will promote trails across the region, support trail planning and implementation efforts, facilitate a regional advisory committee focused on advancing trails, and give voice to regional trail interests for the benefit of our communities. Piedmont Legacy Trails seeks to bring the many benefits of trails to more people while facilitating efforts among partners to create more trails for Triad communities.

We are seeking an individual who is detail oriented, able to manage multiple deadlines, and work with diverse partners. For more information on Piedmont Legacy Trails, see our website: www.piedmonttrails.org.

We are anticipating exciting years ahead for trails with the increasing demand for outdoor public spaces and recent statewide advocacy efforts for increasing trail funding. You will help continue that growth.



About Us

Your position will be housed under PLC, a regional non-profit which protects our region's natural lands, farms and waters for present and future generations and connects people with nature. Your position will focus mostly on the last part of the mission: Connecting people with Nature. PLC has an office in Greensboro but does work across the Triad region.

Piedmont Legacy Trails has the following mission: Advancing the legacy of trails in the Piedmont Triad by promoting trails, connecting communities, and creating a collective voice for our region. The Coordinator will help achieve goals laid out in the 2024 Piedmont Legacy Trails strategic plan, which are described below.

Piedmont Legacy Trails is supported by an advisory committee which includes trail representatives from our 12-county region: Surry, Stokes, Rockingham, Caswell, Yadkin, Forsyth, Guilford, Alamance, Davie, Davidson, Randolph, and Montgomery. Piedmont Legacy Trails is also supported by a small executive team and reports directly to PLC's Conservation Planner.

Key Job Functions:

1. Trail Information Dissemination
2. Organizing, Facilitation, & Education
3. Advocacy
4. Public Engagement

Information Dissemination

Purpose: to increase the reach of complete, clear, and appealing information about trails in the Triad, to set ourselves as a trails leader, and to set the Triad apart as a trails destination

Goals:

1. Maintain (and develop where needed) comprehensive online Trail Guides for the Triad: These guides are both to serve as a valuable tool of information dissemination for communities, as well as to drive people to PLT's website and increase social media engagement.
2. Manage Piedmont Legacy Trails Website and Social Media.
3. Maintain a partnership with AllTrails Public Lands Program as part of the mapping campaign to create a cohesive regional identity of trails and increase information access.



Key Job Functions Continued

Organizing, Facilitation, and Education

Purpose: to bring together and support trail advocates of the Triad to encourage idea sharing, collaboration, up-to-date info, and a unified vision for trails

Goals:

1. Organize annual spring regional Trails Summit (Educational conference)
2. Grow Advisory Committee connection and involvement in projects.
3. Take on relevant projects suggested by PLT Advisory Committee (i.e. Volunteer Clearing House, Mini-grant fundraising, Trainings, etc.).
4. Actively participate in county level trail groups or committees such as the Randolph County Trails Advisory Committee and the Haw River Trail Committee.
5. Organize/Facilitate Trail Committees in counties requesting support with the goal to realize the Great Trails State Plan and other important trail routes in the region.
6. Create and deliver presentations to various audiences about the importance of trails.

Advocacy

Purpose: to play an active role in elevating trails locally, statewide, and nationally

Goals:

1. Connect with and contribute to legislative funding efforts via the Great Trails State Coalition.

Public Engagement

Purpose: Creating connections with local trail enthusiasts & getting the word out, & build trail

Goals:

1. Create a plan and implement PLT programming, including a volunteer engagement program.
2. Host trail events and/or participate in others (i.e. guided group hikes, booths at Earth Day events, trail festivals, annual County Creek Weeks).



Essential Job Requirements

Education: Bachelor's Degree or Associates Degree in related field.

Experience: 3-5 years of project management experience in a nonprofit organization, academic institution, public agency, or corporate setting.

Candidate Expectations:

1. A personal commitment to the mission of Piedmont Legacy Trails and Piedmont Land Conservancy.
2. Ability to manage multiple, diverse projects with varying deadlines.
3. Excellent team member – ability to work with others, respect for all team members and ability to foster and maintain an enjoyable, rewarding and productive workplace.
4. People skills – must have an ability to interact with individuals from different backgrounds, ages and socio-economic levels in a manner that positively reflects the values of PLC.
5. Self-motivation – comfortable working independently on multiple projects simultaneously, strong organizational and time management skills, a commitment to accuracy and integrity in all aspects of the job.
6. Communication skills – Strong writing, listening, and speaking skills.
7. Technical skills – General office and computer skills are required. Experience with Wordpress, social media, and website management a bonus.
8. Travel – independent travel within PLC's nine-county region is common; overnight travel is rare and limited primarily to conferences and professional development opportunities.

Benefits:

- Salary range of \$45,000-\$55,000 depending upon experience.
- Paid annual leave.
- Health and Dental Insurance, PLC currently pays 100% of premium.
- Simple IRA with company contribution, currently 3% of salary.
- Flexible workplace and scheduling.
- PLC car available for travel, and mileage reimbursement for personal car use.

Timing:

Applications will be received until the position is filled.

Please send resumes to:

Pmcintyre@piedmontland.org

or

Piedmont Land Conservancy

Attn: Palmer McIntyre, Conservation Planner

P.O. Box 4025

Greensboro, NC 27404

