

## Trail Designer & Graphics Specialist

September 2023

### Company Overview

#### Our Mission:

To design, develop, and integrate trail systems that connect the urban and wilderness landscapes to create municipal and master planned communities that promote health, well-being, and happiness.

Recreational trails represent a growing market segment within the global Outdoor Recreation Industry. Since 2017, Nature Trails LLC, has responded to the growing demand by investing heavily in training and growing our design, construction, and fabrication teams with a goal of providing best in class services. To provide these services requires employing a talented and motivated team of professionals operating with a thorough understanding of terrain and hydrodynamics.

### Job Context

Nature Trails provides turnkey design, construction, and maintenance services for recreational trails. Understanding and application of sustainable trail design principles and strong visual tools are paramount for conveying concepts and ideas to stakeholders and land managers. The Trail Designer position will collaborate directly with the Digital Delivery Manager and provide on-going feedback and support to the construction and fabrication teams.

### Job Reporting

The Trail Designer position will report to the Digital Delivery Manager.

### Who Should Apply

Anyone with a desire to combine graphic design and illustration experience with time in the forest, on mountain tops and other natural spaces. This role will create designs and supporting documents that will guide development of future outdoor recreation destinations.

On the job training will be provided to the successful applicant that can demonstrate experience in graphic design, some understanding of trail sustainability and recreation planning, and a willingness to learn new things.



# Nature Trails | DESIGN & BUILD

## Job Description

The Trail Designer will be an integral part of the recreational trail design team. This individual will work with the Digital Delivery Manager to create conceptual renderings, graphic design elements, and visual aids for client deliverables such as maps and fabrication projects, and digital and printed company media. Additionally, this individual will be responsible for clear communication with clients, Nature Trails management, and construction teams to ensure understanding and satisfactory execution of project scope items. The Trail Designer will spend time in the field performing site progress visits to ensure the consistency and quality are cohesive with the design intent. The Trail Designer will demonstrate the ability to identify challenges and solutions with a goal of meeting client expectations.

## Job Duties

Roles and responsibilities:

- Graphic Design of digital presentations, wayfinding, cartography, marketing materials, and web content.
- Writing copy and specifications for design deliverables and project specifications.
- Performing land assessments and field surveys, often in remote backcountry environments.
- Documenting property points of interest and existing infrastructure for plan inclusion.
- Conceptualizing design and natural elements that showcase and compliment Nature Trails' services.
- Preparing assessment reports and recommendations for land managers and personnel, with support from the Digital Delivery Manager.
- Drafting sketches and digital renderings of trail alignments, site plans, kiosks, trailhead improvements, and other project details.
- Photo and video journaling the development building process and managing digital portfolio.
- Creating digital content to support marketing of services and portraying the company as best in class.
- Updating and maintaining website content and messaging.
- Maintaining and improving proposal templates, statement of qualifications, and presentation materials for use in RFQ's, RFP's, and other marketing needs.
- Research, recommend, and implement software to maximize productivity and deliverables.
- Assist trail teams on a regular basis and demonstrate understanding of trail building principles.
- Representing Nature Trails clearly and professionally with clients, via company communication methods.

*The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.*



# Nature Trails | DESIGN & BUILD

## Software Knowledge

### Proficient:

- Adobe Illustrator
- Adobe Photoshop
- Google Drive
- Google Docs / Word
- Google Sheets / Excel
- Gmail/Apple Mail

### Familiar:

- ArcGIS Online
- Wordpress / CSS / HTML
- Adobe InDesign
- Adobe Lightroom
- Sketchup
- Fusion 360

### Beneficial:

- ArcGIS Pro
- AutoCAD / Civil 3D
- Twin Motion
- VCarve Pro
- PrusaSlicer
- Basecamp

## Skills for Success

### Hard Skills:

- Graphic Arts / Typography
- Love of the Outdoors
- Meeting Minutes
- Digital file management
- Project Management
- Solid grammar/ spelling
- Active Trail User

### Soft skills:

- Managing Diverse Tasks
- Teamwork / Collaboration
- Self motivated
- Creativity
- Problem Solving
- Critical Thinking
- Communication

### Beneficial skills:

- Bike Park / Ramp Design
- Artistic Illustration
- Landscape Design
- Horticulture
- Hydrology
- CNC Router Operation
- 3D Printing

## Location

The Trail Designer is required to travel to perform site visits and field work at potential and active project sites as needed. This may entail nationwide and international travel, within reason. Outside of these travel requirements, they will perform work duties from a home office within a reasonable distance of either Chapel Hill or Charlotte, NC, such that they can perform North Carolina based project site visits without requiring overnight lodging. Preference will be given to candidates that can office out of the company headquarters located south of Chapel Hill in Pittsboro, NC.

## Compensation + Benefits

- \$40,000 - \$50,000 base salary based on experience (paid weekly)\*
- Performance bonus\* based on design team profitability
- 1 week PTO starting (increases with tenure)
- 6 paid holidays
- 401k with 1% matching
- Piedmont Health program and short term disability
- Flexible schedule, Work-Life Balance, company retreats, industry discounts, and time in nature.

\* Consideration of higher salary may be given to candidates who can demonstrate valuable experience and skills above and beyond job description.

919-960-1559 | INFO@NATURETRAILSN.C  
CHAPEL HILL NC | BREVARD NC | SALT LAKE CITY UT





# Nature Trails | DESIGN & BUILD

## Work Product / Deliverable Examples

### Trail Planning / GIS:

- [https://drive.google.com/file/d/1LorR\\_Xym5K8pE7vW7W\\_qOoqx\\_hWPLKVN/view?usp=sharing](https://drive.google.com/file/d/1LorR_Xym5K8pE7vW7W_qOoqx_hWPLKVN/view?usp=sharing)
- [https://drive.google.com/file/d/1FdrA8BSlvo6kMEyrWDp1leUXGy7psPNT/view?usp=drive\\_link](https://drive.google.com/file/d/1FdrA8BSlvo6kMEyrWDp1leUXGy7psPNT/view?usp=drive_link)

### Cartography / Kiosk Design:

- [https://drive.google.com/file/d/1DC0NwhKILPSP4\\_zaA5d4ZJlcyIvFSswS/view?usp=sharing](https://drive.google.com/file/d/1DC0NwhKILPSP4_zaA5d4ZJlcyIvFSswS/view?usp=sharing)
- <https://drive.google.com/file/d/1wrZqJ8oQ0q7LMGv0HkjXk88XWiYFfJh/view?usp=sharing>

### Wayfinding / Signage:

- <https://drive.google.com/file/d/1A2gvjAggKDEZwGA8pOxYQ4HnHmNFP9D2/view?usp=sharing>
- <https://drive.google.com/file/d/1a6hy3zML7ne5Lt-zk5g5Qqkl6pCae0bO/view?usp=sharing>

### 3D Modeling / Rendering:

- [https://drive.google.com/file/d/1m\\_K3nr09C\\_PdxFJ\\_Uei84cl99f-EjiMK/view?usp=sharing](https://drive.google.com/file/d/1m_K3nr09C_PdxFJ_Uei84cl99f-EjiMK/view?usp=sharing)
- [https://drive.google.com/file/d/1DaoO-bxtkY6j26N6kArqn165eH6LAfcZ/view?usp=drive\\_link](https://drive.google.com/file/d/1DaoO-bxtkY6j26N6kArqn165eH6LAfcZ/view?usp=drive_link)
- [https://drive.google.com/file/d/1cUH\\_OyWtcs77KTNpWZyK-AfkYbX1wQCh/view?usp=sharing](https://drive.google.com/file/d/1cUH_OyWtcs77KTNpWZyK-AfkYbX1wQCh/view?usp=sharing)

### Marketing Materials:

- <https://drive.google.com/file/d/1UwQjGWstIRukbPOJbKcsA8AzjO3NUZ1-/view?usp=sharing>
- <https://drive.google.com/file/d/1ihEj4RRc8Lo2uWnrHx0fFIN9H8AfbHv6/view?usp=sharing>



# Nature Trails | DESIGN & BUILD

## About Us

### Company Bio

Nature Trails, LLC is operated by a diverse team of individuals with extensive business, planning, construction, nonprofit, and outdoor advocacy background. We have over 15 years of trail design and development experience with a unique perspective on useability for user groups of all ages, gender, and experience level. Our philosophy is 'Conservation Through Recreation' meaning that our focus is on creating active uses for managed forests, green space, and tree buffers to ensure it remains for future generations.

### Our Mission

To design, develop, and integrate trail systems that connect the urban and wilderness landscape to create municipal and master planned communities that promote health, well-being, and happiness.



**Featured Project:** *Richmond Hill Skills Trail (Design & Construction) - Asheville, NC*

919-960-1559 | [INFO@NATURETRAILSN.C](mailto:INFO@NATURETRAILSN.C)  
CHAPEL HILL NC | BREVARD NC | SALT LAKE CITY UT





# Nature Trails | DESIGN & BUILD

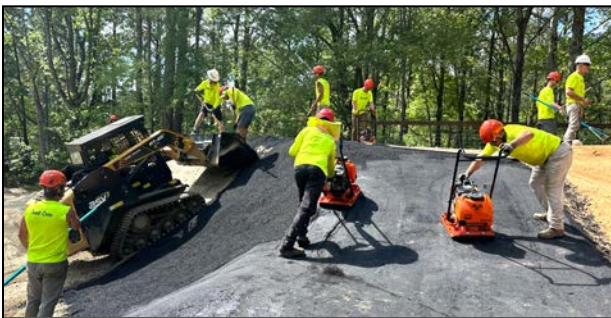
## Why Choose Nature Trails?

**We are more than a trail company... We are a trail family!** Every Nature Trails' team member is a full time W2 employee with liveable wages and employment benefits including PTO, paid holidays, 401k, health care plan, and accident coverage among other perks. For us, trails are more than a passion, they are a career.



**We are trail users.** Our team consists of life long trail users with a blend of all ages, genders, ethnicities, user groups, and abilities. We pride ourselves on NOT being a 'one size fits all' service provider. Every project is adapted to the unique client needs and requirements.

**We are a team.** We tackle projects together and hold each other accountable to produce the best possible product. We value each other's strengths and use them to better our project quality and ourselves. We value our company culture and invest in our camaraderie with company retreats and family picnics to form bonds and lifelong friendships.



**We are safe.** Personal protective equipment (PPE) is a priority. We recognize the hazards and risks associated with our work and place emphasis on ensuring every team member returns home to their families safely.



**We are professionals.** We hold ourselves to the highest level of integrity and professionalism by seeking continuing education, holding licenses, insurance, and certifications above and beyond the minimum requirements, and industry standards.

### Licensing & Accreditation

**NC Building Contractor** - #80199

**SC Building Contractor** - #122620

**UT Building Contractor** - #11795380-5501

**Professional Trail Builders Association Member**

**LEED AP** (Leadership in Energy & Environmental Design)



919-960-1559 | [INFO@NATURETRAILSN.C](mailto:INFO@NATURETRAILSN.C)  
CHAPEL HILL NC | BREVARD NC | SALT LAKE CITY UT



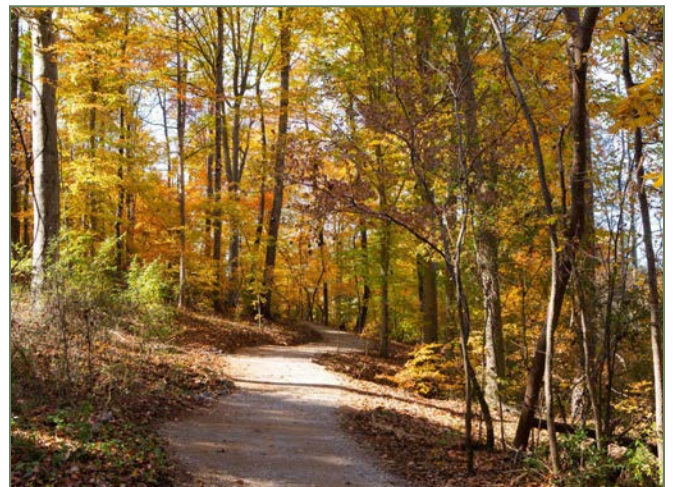


# Nature Trails | DESIGN & BUILD

## Featured Construction Project

### Carolina Thread Trail - Belmont NC

Construction of a 1.2 mile recycled concrete surface greenway with 6 bridges spanning 20-25 feet. All bridges were constructed from banks with no impact to the stream beds. Locally harvested live edge cedar was used in construction of mortise and tenon bridge railings, fencing, and kiosks.



919-960-1559 | [INFO@NATURETRAILSN.C](mailto:INFO@NATURETRAILSN.C)  
CHAPEL HILL NC | BREVARD NC | SALT LAKE CITY UT





# Nature Trails | DESIGN & BUILD

## Featured Maintenance Project

Grassy Falls Trail Rehabilitation - Dupont State Forest (NC)

Trail restoration and stone stair construction for Grassy Falls in Dupont State Forest.

**BEFORE**



**AFTER**



**BEFORE**



**AFTER**





# Nature Trails | DESIGN & BUILD

## Featured Design & Construction Project

### Private Nature Retreat - Boone NC

Design and construction of hiking trail, waterfall overlook, and overall magical private trail retreat in Boone, NC. The client requested a truly unique experience to explore and appreciate their property. Nature Trails conceptualized and created a trail system full of unique twists and turns with amazing scenery and interactive view points.

