



San Juan Mountains Association

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Job Announcement Rio Grande Visitor Information Services Coordinator

BACKGROUND

Founded in 1988, San Juan Mountains Association (SJMA) is a public lands conservation non-profit working in partnership with the San Juan National Forest, Rio Grande National Forest, Grand Mesa Uncompahgre and Gunnison National Forest, and the Bureau of Land Management (BLM) providing outreach, education, and stewardship throughout southwest Colorado.

JOB SUMMARY

SJMA is seeking a full-time Visitor Information Services Coordinator to work closely with the U.S. Forest Service's Rio Grande National Forest (RGNF). The Visitor Information Services (VIS) Coordinator works closely with the RGNF to provide visitor information services, coordinate educational and interpretive programs, oversee retail operations, manage the Adopt-a-Road program, and conduct community outreach with a special emphasis on public education related to the Nelson Tunnel Superfund Site.

Visitor information services include answering phone calls from the public and providing in-person information while performing other miscellaneous front desk duties. This individual will provide top-notch visitor information services, interpretive products, promote SJMA merchandise sales, and manage outlet inventory and cash handling. The VIS Coordinator position is a key bridge between the Forest Service and local communities, helping to foster public understanding of both recreational opportunities and land stewardship efforts.

Position Title: Visitor Information Services Coordinator

Employment Type: Full-time, hourly (40 hours/week)

Reports To: SJMA Director of Visitor Information

Status: At-will position

LOCATION

This position will split time between the Divide Ranger District office in Creede during the summer and the Divide Ranger District office in Del Norte in the off-season.

Travel within the district and surrounding communities is expected; government vehicles may be available for official use.

SCHEDULE

- 5 days per week, with work schedule to be determined
- Weekend and evening work may be required

GENERAL DUTIES AND CUSTOMER SERVICE

A. Visitor Information & Customer Service

- Provide in-person and phone-based visitor information in a courteous and professional manner
- Assist with daily Forest Service operations at RGNF District Offices
- Ensure visitors receive accurate, timely information on recreation opportunities, forest products, and regulations
- Encourage responsible recreation, including **Leave No Trace** and **Recreate Responsibly** principles
- Develop and update visitor handouts and public information materials
- Maintain familiarity with Forest Service organization, destinations, facilities, and permitted uses
- Maintain professional conduct with customers, partners, and coworkers

B. Retail Operations

- Oversee SJMA retail operations at district offices in Del Norte, Creede, Saguache, and La Jara
- Manage inventory levels for maps and interpretive materials
- Serve as a Collection Officer, selling forest products and America the Beautiful passes
- Handle cash management, sales reporting, and monthly revenue collection
- Coordinate year-end inventory and cash reconciliation
- Train staff and federal partners on point-of-sale systems and sales procedures
- Maintain clean, organized, and well-stocked retail displays

C. Program Development & Nelson Tunnel Superfund Site Outreach

- Serve as a local outreach liaison for the Forest Service regarding the Nelson Tunnel Superfund Site in Creede
- Collaborate with Forest Service staff, the Environmental Protection Agency (EPA), and Colorado Department of Public Health and Environment (CDPHE) to provide clear, accurate information to the public about the Nelson Tunnel site
- Help organize and support community meetings, tours, and informational events related to the Nelson Tunnel Superfund project
- Assist with educational and interpretive programs in classrooms, online, and field settings
- Continue development and expansion of the **Adopt-a-Road Program**
- Foster partnerships with community organizations, businesses, and volunteers
- Promote volunteerism and stewardship of public lands
- Provide annual reports to the U.S. Forest Service on partnership accomplishments

D. Staff Supervision & Coordination

- Supervise, train, and support SJMA visitor information staff working in the RGNF
- Ensure consistent, accurate, and professional visitor services across locations
- Coordinate daily with Forest Service staff and attend meetings and trainings as needed
- Ability to facilitate conflict resolution when issues arise

AGENCY SUPPORT

- Coordinate with U.S. Forest Service staff on permits and recreation pass sales
- Follow Forest Service protocols for inventory and product sales
- Assist with SJMA and Forest Service projects and programs as needed
- Support updates to the RGNF website and contribute to SJMA/RGNF social media as appropriate

SKILLS AND QUALIFICATIONS

The successful candidate will possess a combination of the following skills/qualifications:

Core Qualifications

- Passion for public lands and conservation
- Excellent customer service and interpersonal skills
- Strong written and verbal communication skills
- Comfortable with public speaking and public engagement
- Ability to explain technical or complex topics (e.g. environmental cleanup) to general audiences
- Strong organizational skills and attention to detail
- Ability to work independently and take initiative

Preferred Experience

- Familiarity with the U.S. Forest Service mission and land management issues
- Visitor services or public-facing roles
- Staff supervision or team leadership
- Planning and leading educational or interpretive programs
- Retail sales, inventory management, and cash handling
- Marketing or outreach experience

Technical Skills

- Computer proficiency (Google Workspace, Microsoft Word & Excel, Neon CRM, Canva, Square Point of Sale)
- Familiarity with electronic filing systems

Physical Expectations

- Ability to lift up to 50 lbs
- Ability to work in a busy office environment
- Occasional outdoor/field work
- Ability to stand for long periods of time

EDUCATIONAL REQUIREMENTS

- Bachelor's degree (B.A. or B.S.) preferred
- Additional training in Business Administration, Outdoor Recreation, Marketing, or Communications a plus
- Valid Colorado Driver's License with a good driving record
- Ability to use a personal vehicle occasionally (mileage reimbursed)


COMPENSATION


- **Hourly Rate:** \$21–23, commensurate with experience
- **Salary Equivalent:** \$43,680–\$47,840 annually
- **Benefits Include:**
 - Health insurance
 - Simple IRA with employer 3% matching contributions
 - Paid federal holidays
 - Paid time off

APPLICATION INSTRUCTIONS

Applicants should submit **one PDF** containing:

- Resume
- Letter of interest which briefly describes your goals, qualifications, and interest in the position.

 Send materials to: **jobs@sjma.org**

 No phone calls, please.

SJMA is an equal opportunity employer. All offers of employment will be subject to satisfactory completion of a background check.