

Natural Areas Association Job Description

Position: Marketing Coordinator
Status: Part-Time (50%), 17.5 hours per week
Reports to: Executive Director
Location: Ligonier, Pennsylvania
Salary Range: Dependent on experience

Purpose of Position

The Natural Areas Association (NAA) is a non-profit communications and outreach organization that seeks to expand and strengthen its communication and marketing of its programming to its members. The Marketing Coordinator will lead these efforts.

The Marketing Coordinator is responsible, under the guidance of the Executive Director, to lead the marketing and communications for the NAA. The Marketing Coordinator will work with our marketing agency and staff to further the mission and strategic plan of the NAA. Key responsibilities include producing communication pieces from design through distribution, event promotions, marketing campaign management, copywriting, grant writing, and engaging members through social media, digital advertising, website content management, and public relations (both externally and internally). Of key importance is the ability to work with the Executive Director and staff on strategic messaging.

The person hired will have the opportunity to work with a small, dedicated team to take the organization to a new level in a work environment that stresses collaboration and mutual support.

Duties and Responsibilities:

- Implement the organization's communications and social media strategy
- Set, measure and track goals for all marketing campaigns
- Stay current on marketing and communications trends and best practices
- Work with staff on key messaging for its members and constituents
- Write copy for all external communication
- Ensure the website contains up-to-date information
- Coordinate the content creation and design for the organization's monthly newsletter, e-mail blasts, and all promotional materials
- Collaborate with all staff and marketing agency to develop and/or distribute marketing materials across multiple platforms, maintaining brand consistency
- Maintain communications calendar(s)
- Point of contact for marketing of outreach events

Required Education, Experience and Professional Expectations:

Bachelor's degree in communications, marketing, journalism or other associated field. Advanced degree a plus

- 5+ years of related experience
- Exceptional written, oral and interpersonal communication skills - ability to engage online, on the phone and in person
- Ability to work independently and with a team
- Detail oriented with the ability to balance multiple projects, work well under pressure, prioritize, meet deadlines and produce quality results on schedule.
- Results oriented and thrives in an innovative, tactical environment
- Excellent computer skills, including experience with web editing tools, email marketing platforms, social media platforms and Microsoft Office suite
- Experience with design tools such as Adobe InDesign, Illustrator, and Photoshop a plus
- Willingness to work beyond conventional office hours as required
- Willingness to travel to the Natural Areas Conference each year, as well as one to two other meetings in various locations across the country
- A commitment to, and interest in natural areas conservation and NAA's mission, vision and values

Physical Demands:

Normal office duties as performed at a desk (may require long periods of sitting and computer typing). Ability to carry equipment up to 20lbs. Outdoor work generally involves visits to properties and the ability to walk on properties that may or may not have developed trail systems and occasionally consist of steep terrain.

Work Environment:

Approximately 95+% indoor office work and less than 5% work outdoors. Office work is primarily sitting at a desk with a computer or in meetings. Most travel is outside of PA for meetings, conferences, and trainings. Driving to sites or to meet with vendors may require the use of personal vehicle.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Salary and Benefits:

Salary is dependent on experience. Schedule can be flexible with agreement of supervisor. There is no health insurance or retirement plan with this position.

The Natural Areas Association is an equal opportunity employer and will not discriminate because of race, creed, color, national origin, sex, sexual orientation, age, disability, or marital status.

