



## **Marketing Coordinator/Manager – Full Time**

*Baltimore Woods Nature Center fosters enduring stewardship of our natural world by offering immersive programs and a place in Central New York for everyone to cultivate appreciation and personal connections to nature through environmental education, recreation, play, and research. We put nature in your hands.*

Baltimore Woods Nature Center is a non-profit organization located in Marcellus, NY that has been dedicated to the mission of connecting individuals and communities with nature for over 50 years. Located on 182 acres of land, the Baltimore Woods preserve is home to the John A. Weeks Interpretive Center and includes six miles of trails that lead visitors through various stages of successional forest including a pond, valleys, wetlands, and streams. Each year, over 25,000 individuals visit to hike our trails, attend a public program or event, or participate in a field trip or work project.

**We are currently seeking an experienced and dynamic individual to lead the development and implementation of a comprehensive strategic marketing and communications plan that leverages traditional and digital media to increase visibility and effectively tell the organization's story. The position is flexible with the ability to start at a coordinator level and work toward a manager role, as well as to enter at the manager level.** Cross-departmental collaboration, and external relationship management with media partners, vendors, agencies, and designers is integral to this role and ideal candidates have an ability to thrive in a fast-paced, challenging, and rewarding environment. This position includes a benefits package and opportunities for professional development and reports to the Executive Director.

### **Job responsibilities**

Working with the Executive Director and Program Managers, the Marketing Manager develops and implements short and long-term marketing strategies and communications plans for the organization overall, as well as for individual programs to increase awareness and maintain the organization's reputation as a leading environmental education organization.

### **Branding and Marketing**

- Manages brand and key messaging in all media, including all online, print sources, and relevant social media platforms.
- Manages and maintains the organization's website, including content development/coordination and posting, communication with webhost company, researching best practices and implementing recommended updates to keep site vibrant and effective as a marketing tool for the organization.
- Coordinates, designs, and oversees publication and printing of the newsletter and other printed materials including posters, brochures, postcards, presentations, trailmaps, and other items needed to promote education programs, fundraising events, and more (including outsourcing of work).
- Coordinates photography and videography, collaborating with program leaders and participants, and monitoring to ensure appropriate use/permissions.
- Oversees creation of engaging relevant content for social media platforms.

- Collaborates with exhibit staff to maintain consistent onsite signage in terms of look, feel, design, and fabrication.
- Evaluates effectiveness of operations including collection and data analysis to inform efforts to increase external visibility and participation in all the organization's programmatic activities.
- Tracks changing demographics, identifies current and new target markets and other relevant issues to evaluate marketing and communication activities.
- Communicates with members and interested audiences through email marketing, including content development, design and scheduling of weekly emails to promote programs and events.

### **Public Relations and Networking**

- Develops and implements a strategic external communications strategy to promote awareness of organizational brand, mission, programs, and events.
- Develops media contact list and maintains strong and productive relationships with print and electronic media partners.
- Monitors and responds to emerging issues to protect brand reputation, including social media channels and external media outlets.
- Develops partnerships with other environmental and community organizations.
- Researches and responds to opportunities for exposure in the community (including, but not limited to, speaking engagements and co-hosting and tabling local events).

### **Other**

- Manages event ticketing system and advertising for public programs and events.
- Develops marketing budget and manages expenses.
- Recruits and oversees marketing interns.
- Other duties as assigned.

### **Qualifications**

- Excellent interpersonal and communication skills, including public speaking and writing.
- Ability to implement a visionary marketing & communications plan.
- Strong organizational skills, ability to multitask, adapt to change, and to prioritize effectively.
- Experience with website administration and design using WordPress (or ability to learn WordPress).
- Ability to work independently and as part of a collaborative team.
- Proficient in Microsoft Office, Google Suite, and Adobe Creative Cloud applications, specifically InDesign, Photoshop, and Illustrator. Experience with video editing software (Premiere Rush, Vimeo), popular social media platforms, and email marketing software (Constant Contact, MailChimp), are preferred, or training provided.
- Flexibility of hours: some evenings, weekends, and holidays are required.
- Bachelors degree and at least two years of relevant experience preferred.

To apply, send resume and cover letter to:

Whitney Lash-Marshall, Executive Director

Via Email: [whitney@baltimorewoods.org](mailto:whitney@baltimorewoods.org)

This position is available immediately. [www.baltimorewoods.org](http://www.baltimorewoods.org)