

CONSERVANCY

for CUYAHOGA VALLEY NATIONAL PARK

1403 W. Hines Hill Rd., Peninsula, Ohio 44264 330-657-2909
www.conservancyforcvnp.org

Position Announcement **Digital and Social Media Manager**

Date: January 10, 2019

The Conservancy for Cuyahoga Valley National Park is a non-profit organization created to engage public support for Cuyahoga Valley National Park and provide services to enhance public use and enjoyment of the park. For more information on the Conservancy, go to www.conservancyforcvnp.org.

Position Description, Essential Duties (other duties as assigned):

Essential duties include:

- Develop and implement a social media marketing plan aligned with Conservancy objectives and goals for key social media channels
- Collaborate internally to develop and curate content for social media and website, including both day-to-day management and targeted campaigns, adhering to internal review and approval schedule
- Monitor, measure, and report on campaign response, ROI, and overall and KPIs (comprehensive monthly/campaign-level reports)
- Build and execute on platform-specific Social Media strategies that increase web traffic and build brand affinity with relevant audiences
- Research and analyze audience behavior to optimize content and posting strategies
- Serve as social platform subject matter expert, understanding trends and working with teams to implement findings into strategies quickly and efficiently
- Work with marketing team to ensure social media presence and voice are aligned with brand standards and member base
- Oversee the Conservancy's websites by ensuring copy, images and forms are relevant, accurate and fresh. Support staff with implementing changes
- Manage Google AdWords and basic SEM including planning, execution and analysis
- Employee must be able to satisfactorily perform the essential duties/functions as outlined in the position's job description.

Minimum Qualifications:

- B.A. in Marketing, Communications, Business, Non-Profit Management or related field
- 2-3 years of proven experience in social media and website management
- Experience in developing and creating print and digital content/materials
- Experience with WordPress, Microsoft Office Suite and Adobe Creative Suite
- Awareness and appreciation of Cuyahoga Valley National park
- Excellent written and verbal communication and organizational skills
- Ability to effectively present and interpret information to customers, team members, staff, and upper management
- All employees of the Conservancy are required to pass a background check prior to the start of employment.

Status/ Pay/Benefits: Full-time, non-exempt, \$16-\$18 per hour. Excellent benefits package including medical, vision and dental coverage, a fully vested 403(b) retirement plan, and generous leave time.

To Apply: Send cover letter and resume to apply@forcvnp.org, with the subject line reading **Digital and Social Media Manager**. This is an immediate opening, posting closes when position is filled.

The Conservancy provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, military obligations, or veteran status.