



1403 West Hines Hill Road, Peninsula, Ohio 44264 | 330-657-2909 | www.conservancyforcvnp.org

Position Announcement

May 22, 2019

Digital & Social Media Manager (D/S Manager)

The Conservancy for Cuyahoga Valley National Park is pleased to announce a call for applicants for a Digital & Social Media Manager.

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. The Conservancy's mission is to enrich lives and our communities by inspiring use, appreciation and support of Cuyahoga Valley National Park and ensure its preservation. We are located 30 minutes south of the southeast suburban neighborhoods of Cleveland, Ohio and 30 minutes north of Akron, Ohio.

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

The Digital & Social Media Manager will help shape and share the voice of the Conservancy through strategic digital and social media marketing. The individual in this pivotal position will connect brand and marketing messages to the public and will have a particular eye toward expanding awareness and engagement among new and diverse audiences. The D/S Manager will be responsible for creating, implementing and measuring the success of digital outreach efforts.

Essential duties include the following key areas of focus. The employee must be able to satisfactorily perform the essential duties/functions as outlined in the position's job description.

Social and digital media:

- Develop and implement a digital and social media marketing plan aligned with Conservancy brand, objectives and goals, with a focus on creating and expanding engagement with new audiences.
- Build and execute on platform-specific social media strategies that increase web traffic and build brand affinity with relevant audiences.
- Work with marketing team to ensure social media presence and voice are aligned with brand standards and member base.
- Collaborate with marketing team and cross-functionally to identify campaign elements for success, specifically working to grow membership base, promote event attendance, generate leads, and amplify larger marketing campaigns and develop cross-functional campaigns.
- Monitor, measure, and report on social and digital campaign response, ROI, and overall and KPIs (comprehensive monthly/campaign-level reports).
- Serve as digital and social platform subject matter expert, understanding trends and working with teams to implement findings into strategies quickly and efficiently.
- Independently manage social media budget with a view to constantly optimize spending.
- Suggest new ways to engage existing and prospective followers through social media.

Website

- 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.
- Other duties as assigned.

Minimum Qualifications:

- Associate or Bachelor's degree required.
- The applicant must exhibit strong cultural competency skills with the ability and comfort to work with individuals from diverse backgrounds.
- Minimum of 3-5 years of proven experience with growth and audience expansion of social media and website audience engagement.
- Experience with Adobe Creative Suite, WordPress, Microsoft Office Suite, Google Adwords required.
- Experience in developing and implementing creative materials for digital media.
- Outstanding verbal and written communication and organizational skills.
- Ability to work in a team environment as well as operate independently.
- Ability to speak, read, and write clearly and coherently in the English language.
- 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, hourly.
- \$16.00-\$18.00 per hour, not to exceed 40 hours per week.
- Excellent benefits package including medical and dental coverage, a fully vested 403(b) retirement plan, and generous leave time.

To Apply:

Send required application materials, as specified below, to apply@forcvnp.org with the subject line reading *D/S Manager*. Applications accepted until June 14, 2019. Interviews to start immediately.

- Letter of interest highlighting your passion for audience engagement through digital media and your interest in working with the Conservancy for Cuyahoga Valley National Park.
- Please include in your letter a summary of case history or example of your work in growing engagement through digital tools.
- Resume or CV.

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.