

CONSERVANCY

FOR CUYAHOGA VALLEY NATIONAL PARK

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

Position Announcement **Marketing and Communications Director**

November 8th, 2021

Conservancy for Cuyahoga Valley National Park enriches people's lives and enhances our region by inspiring use, preservation, and support of Cuyahoga Valley National Park. We provide spaces for people to experience a thriving community and are a well-managed and sustainable organization, empowered to accept new challenges and explore new opportunities. Relationships with individuals, organizations and surrounding communities are at the center of the work we do. www.conservancyforcvnp.org

The Conservancy for CVNP is looking for an experienced, passionate, creative, and results-driven leader to help shape and share the voice and mission of the Conservancy. This position will oversee all functions of the Marketing and Communications department including the marketing budget, creating and executing all marketing and communications plans, media relations, advertising, supervising the marketing department and collaborating with all business units to ensure optimized marketing strategies. This role will work cross-departmentally to connect the mission and programs we provide to the surrounding communities; focusing on amplifying our brand and voice to expand awareness and engagement among new and diverse audiences.

We are committed to equity and justice in our organizational practices. We embrace diversity and practice inclusion internally and externally, assuring that all people are welcome in the park, in employment, in volunteerism and in Conservancy programs. We strive to provide a welcoming, collaborative, fun, and meaningful work environment and are committed to the health and well-being of our employees.

We encourage you to consider the Conservancy for CVNP in the next step within your professional development. Apply Online and join our team!

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

Essential duties include:

- Further develop and refine the overall marketing and communications plan for the Conservancy. Keep the plan updated and in a centralized location and communicate updates to staff. Serve as gatekeeper for all Conservancy marketing/communications needs and requests. As gatekeeper, assign projects to marketing team or outside contractors in consultation with the VP of Administration and CEO.
- Develop a PR plan for earned media throughout the year, actively pursuing opportunities for earned media – in conjunction with NPS and park partners as well as for Conservancy alone. Develop and distribute press releases, create and manage a media list and develop relationships with local media. Coordinate press events and manage the press on-site at opening events and other press-related events.
- Manage the marketing/communications budget with a view to constantly optimize spending. Manage paid advertising. Work with department directors to optimize their own marketing budgets.
- Develop comprehensive and integrated marketing strategies and tactics for all communication platforms including website, digital and online components, print materials, community outreach, emails and direct mail campaigns, public relations and media, in collaboration with Conservancy directors.
- Supervise Marketing staff, ensure annual work plans and individual development plans are established and followed.
- Serve as lead contact for outside contractors in Marketing/Communications.

- Work with Development department to coordinate the creation of external communication materials to raise awareness, funding and donor recognition for the Conservancy including assistance with writing copy, overseeing any contractual assistance and editing.
- Identify campaign elements for success, specifically working to grow Conservancy awareness, promote event attendance, generate leads, and amplify larger marketing campaigns, grow new audiences and develop cross-functional multimedia campaigns.
- Employee must be able to satisfactorily perform the essential duties/functions as outlined in the position's job description.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, business, non-profit management or related field.
- Minimum of five years of marketing experience including writing, digital communication, website interaction and social media management.
- Experience with WordPress, Microsoft Office Suite and Adobe Creative Suite.
- Ability to demonstrate strong presentation, persuasion, oral and written communication skills.
- Attention to detail, excelling in organizing and prioritizing; schedule-driven and results focused.
- Capacity to adapt to changing priorities and balance compelling assignments is necessary.
- Ability to think strategically to plan content and ensure coordination of cross-departmental marketing activities.
- Experience in developing and creating print and digital content/materials.
- Every Conservancy employee must understand and value racial equity as an organizational operating principle and be committed to continued learning on issues related to race, equity, diversity, and inclusion.
- Must be able to perform the essential functions of the job satisfactorily as outlined this job description. Where necessary for a qualified individual with a disability to perform the essential functions of the job, reasonable accommodations will be provided. While performing the duties of this job the employee is occasionally exposed to outside weather conditions while walking between various park buildings and hiking on park trails for up to two hours. Noise level in the office environment is moderate to quiet. This position requires significant amounts of keyboarding and moderate amounts of time on the phone. Employees are regularly required to stay stationary in an office environment.
- All employees of the Conservancy for Cuyahoga Valley National Park are required to submit to a background check and/or fingerprint check prior to employment.

Status/Pay/Benefits: Full-Time, exempt, competitive salary commensurate with experience. Excellent benefits package including medical, dental and vision 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 **Marketing and Communication Director**. This is an immediate opening and 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.