

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 Coordinator**

February 2, 20202

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

Do you have a passion for storytelling? Conservancy for CVNP is seeking a motivated and creative go-getter to join our Marketing Team. The Marketing and Communications Coordinator will act as the visual storyteller for the Conservancy. This position will be boots the ground to capture meaningful and engaging moments that take place while out on trails, through public and member-specific events, and through uplifting all departments in the work they provide to our visitors, volunteers, donors, and surrounding communities. This role will work with the Marketing Manager to produce a variety of marketing campaigns, integrating new and traditional tactics; 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 today and join our team!

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

Essential duties include:

- Curate marketing content (copywriting, images, photos, interactive media and videos) for websites, print materials, digital ads, social media and other assigned projects.
- Assist Marketing and Communications Manager in conducting interviews and writing short and long form copy.
- Assist with photographing events and other Conservancy related happenings.
- Film, edit and produce engaging videos for a variety of platforms and audiences.
- Prepare e-communications with direction from supervisor for biweekly e-Newsletter and other e-communications as needed
- Coordinate curation, collection, and editing of video and photos from Conservancy staff, supporters and program participants. Organize all content to be accessible to entire organization.
- Assist departments in designing materials for digital marketing, signs, and flyers.
- Pursue substantive learning to achieve greater cultural consciousness by participating in Diversity, Equity, and Inclusion trainings and workshops.
- Strive to consider the people, places, and cultures that might be missing from your work and look for opportunities to increase inclusivity in all the work you do.
- 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 or equivalent work experience.
- Minimum of two (2) years of professional marketing and communications experience.
- Experience with WordPress, Microsoft Office Suite, Hootsuite, Google Analytics and or related software and programs.
- Experience taking and editing photos and videos. Experience using a GoPro, Adobe Creative Suite or similar experience.
- Awareness and appreciation of Cuyahoga Valley National Park.
- Excellent written and verbal communication and organizational skills. Attention to detail, excelling in organizing and prioritizing; self-motivated, schedule-driven, creative and results-focused.
- While performing the duties of this job the employee is occasionally exposed to outside weather conditions while hiking on the trail or walking; required to sit up to 8 hours a day; required to walk short distances on uneven terrain; significant keyboard and phone use required, the noise level is moderate.
- Ability to speak, read, and write clearly and coherently in the English language.
- The employee must be able to work the assigned hours for the position, including other hours assigned for special events as needed, including nights and weekends.
- 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.
- Reliable transportation is required.
- All employees of the Conservancy are required to pass a background check prior to the start of employment.
- The policy of the Conservancy is that all employees entering the workplace must be fully vaccinated against COVID-19. Requests for accommodation for religious or medical reasons will be evaluated in accordance with applicable law.

Status/Pay/Benefits: Full-Time, non-exempt, \$15-17/hourly wage range. Excellent benefits package including medical 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 Marketing Coordinator. 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.