

FONTENELLE FOREST

Position Description Manager of Marketing & Events

Position Type: Full Time, Exempt

Salary: Starting at \$40,000 DOE

Benefits: Health & life insurance, vacation leave, sick leave, paid holidays, membership privileges, 403b

This hands-on role works closely with the Director of Development & Marketing to communicate and promote Fontenelle Forest utilizing a comprehensive array of strategies that include marketing, promotions, events, and special exhibits. This position performs an important role, driving attendance, earned income, and fundraising outcomes. The successful candidate will be creative, driven, adaptable, and have a passion and talent for writing and story-telling. Fontenelle Forest's successful strategy places a strong emphasis on content marketing and media relations. The Manager of Marketing & Events collaborates closely with the Manager of Donor Relations and the Development Associate. The Manager of Marketing & Events also recruits, trains, and supervises department interns.

Primary Duties:

Marketing

- Design, plan, implement, and monitor a comprehensive marketing, branding, and promotions strategy to support fundraising, program, and budget goals under the leadership of the Director of Development & Marketing
- Establish and foster relationships with key media partners; coordinate all media/public relations
- Maintain website; coordinate community outreach; and, supervise social media strategy and presence
- Assist with the design and layout of reports and newsletters; assist writing and design e-news using Constant Contact
- Oversee the production, publication, and cataloging of photo and videos files in a media library
- Develop marketing plans and timelines
- Oversee design, brand and style consistency in all printed, electronic, and interpretive materials including maps, informational brochures, and signage
- Design graphics

Events

- Lead planning and execution of 1-2 major public events that build attendance, deepen visitor engagement, and increase organizational visibility
- Coordinate and execute quarterly exhibits in the Baright Gallery
- Recruit volunteers as needed for event execution

Leadership

- Develop and manage marketing, event, and exhibit budgets
- Recruit, train, and manage marketing and communications interns, and volunteers
- Lead cross-departmental communications meetings monthly to facilitate collaborative, clear, and timely marketing and promotions of Forest activities
- Work flexible hours which may include weekends and occasional evenings



Required Skills/Qualifications:

- Bachelor's degree in Marketing, Business or equivalent work experience preferred
- Proficient with Adobe Creative Suite (specifically InDesign, Illustrator, Photoshop)
- Proficient in WordPress
- Excellent written and oral communications skills
- Copy writing experience
- Excellent editing skills and a strong attention to detail is essential
- Ability to work both independently and with a team
- Must be available to work events some evenings and weekends

To Apply: Send cover letter, resume, and 3 professional references to info@fontenelleforest.org.

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