



## MARKETING & COMMUNICATION ASSISTANT

**Position Type:** Full Time, Salaried, Exempt

**Salary:** \$38,000

**Benefits:** Health, vision, dental, life & long-term disability insurance; paid time off (vacation, sick, holidays); membership privileges; 403(b) retirement plan, and casual work environment

### JOB SUMMARY:

Fontenelle Forest seeks a dynamic, self-starter to assist the marketing manager with the creation, implementation and performance tracking of effective marketing and communications strategies to align with and achieve organizational and marketing strategies and goals. Under the guidance and support of the marketing manager, the marketing assistant will play a vital role in the implementation and performance analysis of campaigns across multiple platforms (print, digital, social media and website). This position will focus heavily on social media, digital advertising and lead generation programs; website content management; event planning and promotions; and other project-specific administrative support. The successful candidate will play an integral role in building and engaging Fontenelle Forest's customer base, and implementing effective strategies that will promote the long-term growth of our nonprofit organization. This position reports to the Manager of Marketing & Events.

### RESPONSIBILITIES

- Manage the social media planning, content creation, posting schedule, tracking and reporting of social media, web design and content, email marketing, and digital advertising, using analytic tools to report out on ROI and KPI metrics to monitor campaign efficiency
- Coordinate with other departments and oversee the project management and implementation of program and event promotions, including the creation of promotional graphics and content for event listings, digital advertisements, and print promotions (including print ads, mailers, flyers, posters, signage, and other necessary marketing materials) ensuring compliance with brand and style guidelines
- Oversee the creation and implementation of a promotional calendar for programs, events and other promotions across all social media platforms, organizational website, community calendars, peer groups and local media sources
- Oversee the monitoring of all media platforms, communicate with followers, monitor customer reviews and build strong consumer and client relationships through positive and timely interactions
- Create, update and oversee project management of all collateral materials (brochures, rack cards, flyers and other promotional materials)
- Draft, distribute, and pitch news releases, media alerts and other stories
- Attend events to capture photography and/or video assets and oversee the cataloging and maintenance of all digital assets in an online storage database
- Provide administrative and project support as needed for various marketing projects and tasks to ensure the functionality and coordination of the department's activities

### MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing, journalism, communications or related field
- 2-3 years' experience as social media manager or equivalent experience

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- Proficient in SEO/SEM, Google Analytics, and analyzing quantitative data to interpret and report on ROI and KPI metrics
- Proficient in website content management and email marketing applications
- Graphic design experience highly desired (with working knowledge of Adobe InDesign and Photoshop)
- Knowledge of MS Office and other standard computer office applications (Word, Outlook, PowerPoint, Excel)
- Have a strong personal passion for environmental stewardship, education and a desire to inspire current and future generations to care for the natural world
- Ability to successfully pass background check
- Must be available to work events some evenings and weekends

## **PHYSICAL DEMANDS:**

- Regularly works at a desk and must be able to remain in a stationary position 75% of the time.
- Constantly operates a computer and occasionally other office productivity machinery, such as a computer, copier and postage machine.
- Regularly accesses office machinery that requires the ability to traverse administrative spaces.

## **ORGANIZATION DESCRIPTION:**

Fontenelle Forest's vision is to be a national leader in environmental stewardship and education and the region's premier nature center. Fontenelle Forest's Master Plan supports our mission to provide opportunities for all people to experience and enjoy the natural world while maintaining an authentic experience grounded in environmental ethics. Fontenelle Forest's natural resources support the diverse interests of our visitor populations including passive recreation/leisure, educational experiences, entertainment and active recreation.

Fontenelle Forest values its employees and is committed to maintaining a positive working environment; a culture and a value proposition that attracts and retains top, diverse talent. Beyond a personal commitment to diversity, equity and inclusion, we are looking for candidates with a strong commitment to integrating equity and inclusion best practices into programs and services. People who have lived experience in historically marginalized and excluded communities are especially encouraged to apply.

**Start Date:** Immediately upon filling (or upon earliest availability of successful candidate).

**To Apply:** Send cover letter, resume, and 3 professional references to [info@fontenelleforest.org](mailto:info@fontenelleforest.org). Please reference "Marketing and Communications Assistant" in the subject line.

*Fontenelle Forest is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, gender identity, political ideology or status as a Vietnam-era or special disabled veteran in the administration of any of its employment related policies and practices.*

*Fontenelle Forest participates in E-Verify / Fontenellein E-Verify / Fontenelle Forest Participa en E-Verify*