



04/02/2021

MARKETING COORDINATOR JOB ANNOUNCEMENT

I. Job Overview:

Job Title:	Marketing Coordinator
Department:	Marketing
Classification:	Non-exempt, Hourly
Job Type:	Part-time, Monday thru Friday, occasional evenings and weekends
Job Status:	Employee, 20 – 25 hours/week
Reports to:	Director of Marketing
Supervisory Role:	No
Travel:	Local – yes, occasional. Overnight – no.

II. Job Summary:

The Marketing Coordinator will play a key role in promoting the organization as one of the region's top destinations and community resources that enriches people's lives through environmental and conservation education, innovative programs, and community involvement. We are seeking a passionate learner with a project management mindset who will take on the challenge of building and maintaining NCSL's online presence through social media, e-newsletters, and website updates. This role will coordinate development of collateral materials such as annual reports and newsletters to support visitation, camps, classes, hikes, facility rentals, gift shop, special events, and other promotions or programs to help the organization achieve membership, fundraising, and program attendance goals. This flexible, part-time role will provide critical support to marketing the organization's brand and communications strategy to raise awareness of the organization.

III. Job Primary Duties:

A. BRANDING & VISUAL IDENTITY (20%):

- Ensure integrity and consistency of NCSL's visual identity and mission-driven brand is maintained to showcase the NCSL as a high quality and desirable regional attraction with unique and innovative programming.
- Assist in managing the design process of all promotional materials and collateral material for print and digital use.
- Ensure incorporation of NCSL's style guide and best design practices into all online and print collateral.

B. MARKETING & CONTENT MANAGEMENT (20%):

- Compile, edit, and distribute high-quality, mission-driven content for NCSL's monthly e-newsletter. Manage editorial process.
- Photograph the organization's workshops, events and activities for use in marketing collateral and social media.
- Update weekly and monthly calendar events in local and online listings.



- Prepare in-house collateral and printed graphic materials, and content for digital donor recognition.

C. SOCIAL MEDIA & WEBSITE MANAGEMENT (55%):

- Generate and post mission-related, multi-day content each week across Social Media channels (e.g. Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.) that results in increased community engagement and page views as demonstrated through social media and website analytics.
- Aid in the development and maintenance of NCSL's website, including refreshing seasonal content as needed to support programs and drive visitation, utilizing a WordPress platform.

E. OTHER (5%)

- Work creatively within the marketing budget.
- Stay current with emerging trends and best practices in social media, marketing, communications, and content management.
- Attend and work at Nature Center signature events as determined by supervisor.
- Some evening and weekend work will be required.
- Assist with other projects and duties as needed or assigned.

IV. Required Qualifications & Skills:

- High school graduate.
- 1 - 3 years of demonstrated work experience with a for-profit or nonprofit in marketing, communications, social media, or digital marketing.
- Excellent written, oral and interpersonal communication skills.
- High level of integrity and professionalism.
- Ability to think creatively and strategically, multi-task, pay attention to details and follow-through.
- Proven ability to manage projects requiring multidisciplinary input and to meet deadlines.
- Excellent organizational skills.
- Proficiency with Microsoft Office, specifically Word, Excel, and PowerPoint.

V. Working Conditions:

- There are situations in which working outdoors is required throughout the year.
- In light of COVID-19, this position will be provided a combination of working remotely and at the NCSL building as needed.

VI. Compensation:

- \$16.00 - \$20.00 per hour, commensurate with experience and qualifications.
- Eligibility for certain benefits.

VII. Application Procedure:

Email: Careers@shakerlakes.org
Subject Line: Marketing Coordinator
Requirements: Resume
Recommended: Cover Letter



Posting Date:

April 2, 2021

Application Deadline:

April 23, 2021 or until filled

The Nature Center at Shaker Lakes (NCSL), a 501(c)(3) non-profit founded in 1966 is located in the Shaker Parklands of Cleveland's eastern suburbs. The mission of NCSL is to conserve a natural area, connect people with nature, and inspire environmental stewardship. We are an Equal Opportunity Employer that strives to provide a safe, welcoming, and inclusive working environment. View our mission, vision, and diversity statement online at www.shakerlakes.org.