



MARKETING AND COMMUNICATIONS DIRECTOR

Sequoia Parks Conservancy Marketing and Communications Director is responsible for providing direction, guidance, and leadership for marketing the Conservancy's programs, activities, services, and impact. The director designs, implements, monitors, and evaluates marketing and communications strategies and projects, including advertising, promotions, and public relations to support the marketing and communications objectives and maximize SPC's positive exposure in local, national, and global markets. The director budgets and allocates resources for communications projects that align with SPC's mission, goals, and objectives.

FLSA STATUS: Exempt
Department: Communications

EMPLOYMENT TYPE: Regular Full-time Year-round
Reports to Executive Director

Vaccination against COVID-19 is an employment requirement

ESSENTIAL DUTIES & RESPONSIBILITIES

- Marketing plan development and implementation that drives interest, sales, and donations for SPC's products and programs.
- Direct and coordinate marketing efforts for all departments and mission-related initiatives
- Develop thematic graphic designs for SPC's projects and programs
- Effectively produce, organize, and deploy ideas for promotional events and/or activities. Communicate with media contacts to promote SPC activities and impact
- Negotiate and manage marketing and communications contracts
- Produce valuable content to grow the Conservancy's online presence, including but not limited to, social media and website content
- Conduct general market research to keep abreast of trends and marketing movements
- Act as SPC's agent to build strategic partnerships with external parties such as media, stakeholders, and potential clients

OTHER DUTIES

- Attend and participate in professional conferences
- Hold regular meetings with department directors and NPS partners to review projects, resolve challenges, present possible solutions, and implement final decisions.
- Publish SPC maps, books, and other materials
- Participate in the annual budgeting process
- Participate in strategic planning

QUALIFICATIONS

- Bachelor's degree in marketing, communications, or related field and at least three years of experience in marketing, public relations, or traditional/digital media
- Experience in graphic design and graphic design software
- Experience managing multiple projects at once

QUALIFICATIONS continued

- High competence in contract, project, and budget management
- Experience with effective content creation for press, social media, and web platforms
- Copywriting experience
- Experience successfully collaborating with cross-functional teams
- Proficiency in MS Suite, Google Suite, Adobe Suite, Macintosh and PC systems, Word Press, social media platforms including but not limited to: IG, FB, Twitter, LinkedIn, TikTok, etc.

DESIRED EXPERIENCE, SKILLS & ABILITIES

- Leadership and managerial experience
- Demonstrated ability to analyze problems and implement solutions
- Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends, etc.) and Google Adwords, SEO experience, certification desirable
- A customer-focused attitude
- Strong drive for results
- Professional and proactive work ethic
- Effective time management skills & ability to multitask
- Attention to detail
- Excellent interpersonal communication skills
- Proven effective marketing campaign experience
- Publishing experience
- Excellent organizational skills

SUPERVISORY RESPONSIBILITIES

May supervise Communication Department staff when positions are added. May provide direction to volunteers and interns working on public relations and marketing projects and activities

WORK ENVIRONMENT

This is a hybrid remote position that requires both working from a home office and the Conservancy's main office.

The primary work environment is in an office setting with occasional requirements to work out-of-doors in various conditions. The work environment may include working and driving in the early morning, daytime, and possibly, evening and nighttime, in various conditions, including, but not limited to, congested park roads, and adverse weather. Working in the parks exposes employees to unpredictable and potentially dangerous situations. Examples are rockfall, radon exposure in Crystal Cave, lightning, working at night, wildlife encounters (bees/wasps, black bears, etc.), and/or driving at night.

GUIDELINES FOLLOWED:

National Park Service and USACE Lake Kaweah regulations, SPC Employee Handbook, SPC Safety Program, and other organization handbooks and manuals

EQUAL OPPORTUNITY EMPLOYER

SEQUOIA PARKS CONSERVANCY IS AN EQUAL OPPORTUNITY EMPLOYER. We do not discriminate against any applicant based on race, religion, color, national origin, gender, sexual orientation, gender identity or expression, genetic information, age, disability, marital status, or veteran's status.