

## **Great Outdoors Foundation Marketing Coordinator**

**FLSA: Exempt**

**Reports to: VP of Donor Relations & Central Iowa Water Trails Program Manager**

**Salary Range: \$35,000-\$50,000**

**Application Deadline: December 28<sup>th</sup>, 2020**

**Send resumes to [admin@greatoutdoorsfoundation.org](mailto:admin@greatoutdoorsfoundation.org)**

**The Great Outdoors Foundation is seeking a Marketing Coordinator for a shared position with Central Iowa Water Trails.**

The Great Outdoors Foundation is Central Iowa's pathway to sustainable, healthy environments. We are a regional conservation leader and a catalyst for high impact environmental projects. We convene partners with a shared vision, drive collaboration, and raise awareness and funds. Our priority initiatives expand and restore natural spaces, foster outdoor recreation, promote conservation and build passion for nature. We connect people of all ages and backgrounds to nature by collaborating with other organizations who share a common vision of healthy environments that provide a variety of outdoor recreation and education opportunities. Driven by our clear purpose, we challenge ourselves to seek and take on partner projects offering exceptional and long-term impact requiring a regional approach and creative funding.

With Central Iowa Water Trails over 150 miles of water trails and over 86 access sites, Central Iowa Water Trails looks to reconnect Iowans with our river roots. Activating our river corridors represents the greatest untapped potential of our community. From offering first-class quality of life for Iowans, to attracting visitors and revitalizing our river fronts, Central Iowa Water Trails will offer something for everyone.

### **PUPROSE OF POSITION**

The Marketing Coordinator for the Great Outdoors Foundation serves as the point person for all marketing aspects for the Great Outdoors Foundation and serves as lead staff for marketing purposes for the Central Iowa Water Trails. This individual reports to the Great Outdoors Foundation VP of Donor Relations and the Central Iowa Water Trails Program Manager in helping see these two organization grow in their marketing efforts.

### **ESSENTIAL JOB FUNCTIONS:**

- Gather information to compose and disseminate marketing and communications content
- Develop and maintain integrated content strategy
- Strategize, develop and execute editorial and social media calendar annually
- Coordinate, promote, and execute community outreach programming and special events
- Serve as event lead between event planner & VP of Donor Relations, includes, but not limited to: event details, design and theme of event logo, website integration, social media integration, event promotion
- Manage relationships with vendors and sub-contractors, can be, but not limited to, video contractors, event contractors, graphic designers

- Create and edit content for websites, newsletters, news releases, blogs, articles, social media, annual reports, video and advertising and marketing materials
- Gather information by interviewing others and/or receiving rough drafts from others to write and/or edit articles for newsletters, and informational brochures
- Measures and reports performance of all digital marketing campaigns, including email newsletters, and website and social media metrics, and assesses against goals
- Edit and type speeches and talking points for staff members
- Lead CIWT Marketing Committee, sit on additional CIWT working committees as directed by CIWT Project Manager and be liaison between GOF/CIWT, includes but not limited to: overseeing agency and branding, taking notes and reporting back to GOF staff
- Organize and maintain video and photographic library, take photographs in the field and/or make arrangements with others with the required expertise.
- Collect photographic materials and maintain a departmental photographic library for use in preparing printed materials.

### **Required Knowledge, Skills and Abilities:**

- Deep understanding of social media platforms, social media marketing strategies, and best practices and trends
- Content developing experience required for newsletter and blogging purposes
- Basic graphic design experience required
- Event planning experience desired
- Knowledge of public relations; news and scriptwriting experience desired
- Ability to write and prepare news releases, letters and reports with correct grammar, spelling, tense and punctuation;
- Ability to communicate effectively with others, both orally and in writing, using both technical and non-technical language;
- Ability to organize and schedule work to meet deadlines;
- Ability to establish and maintain effective working, relationships with other divisions, public officials and private executives, the general public and news media;
- Ability to react quickly and effectively to social media and media questions;
- Ability to use logical and creative thought processes to develop solutions according to written procedures and/or oral instructions;
- Ability to operate a personal computer using standard or customized software applications appropriate to assigned tasks, including Microsoft Office, Adobe creative software, Website design and content management software, and Social Media outlets and apps;
- Ability to maintain a professional attitude in all meetings and relations with donors

### **Education and Experience**

Bachelor's degree and a minimum of two to three years of experience preferred in marketing, social media, project management, event planning and basic graphic design. Qualified candidates must be self-starters that are detail oriented, flexible and comfortable in a fast paced, constant change environment. Candidates must have the ability to think quick and creatively. A strong sense of cooperation and strong communication skills are necessary.