



## **Marketing & Communications Specialist**

**FLSA:** Exempt

**Reports to:** Director of Marketing

**Salary Range:** \$55,000-\$60,000

**Application Deadline:** February 28, 2025

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

### **PURPOSE OF POSITION**

The Marketing & Communications Specialist is a key member of the Marketing Department, responsible for developing engaging visual and written content to promote the organizational priorities of the Great Outdoors Foundation (GOF). This multifaceted role provides the opportunity to use a diverse skillset including copywriting, creative strategy, graphic design, and event planning. The Marketing & Communications Specialist also has the opportunity to oversee the GOF Marketing Committee as well as any relevant third-party contractors. This position reports to the Director of Marketing.

### **CORE COMPETENCIES**

Must be a strategic thinker with the ability to manage a multi-layer strategic marketing and communications plan. Relationship-oriented and agile, capable of implementing marketing and communication best-practices in order to advance organizational priorities.

### **ESSENTIAL JOB FUNCTIONS**

- Plan and develop an integrated content strategy to be deployed across various comms channels.
- Collect and cull information to disseminate to various internal and external stakeholders via newsletters, social media, and web content.
- Create and edit content for website, newsletters, blogs, social media, and other marketing materials as assigned.
- Provide basic graphic design support to the GOF team.
- Support and lead the producing of organization donor and public events.
- Assist in managing relationships with vendors and sub-contractors, can be, but not limited to, video and photo contractors, branding agencies, and graphic designers.
- Measure and report performance of all marketing and communication efforts.
- Organize and maintain video and photographic library.
- Represent the organization at public events and outreach opportunities.
- Other marketing and communication related duties as assigned by Director of Marketing.





## **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Ability to use standard software to complete assigned tasks, including Microsoft Office, Adobe Creative Suite, WordPress, Canva, Hootsuite, and other additional platforms as needed.
- Excellent written and oral communication for use across a variety of platforms.
- Understanding of social media platforms, social media marketing strategies, and best practices and trends.
- Experience in content development for a variety of platforms.
- Basic graphic design experience required.
- Highly refined interpersonal skills and the capability to maintain effective working, relationships with other team members, community partners, public officials, private donors, and the general public.
- Agile communicator who can respond and adjust as needed to address time-sensitive or crisis situations.
- Awareness or familiarity with public-private partnerships is desired.
- Event planning experience required.
- Must be highly motivated with the ability to organize multiple deadlines and objectives in order to meet determined outcomes.

## **EDUCATION & EXPERIENCE**

Bachelor's degree and three to five years of experience preferred in marketing, content development, 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, constantly changing environment. Candidates must have the ability to think quickly and creatively. A strong sense of cooperation and strong communication skills are necessary, and passion for outdoor recreation/quality of life experiences is vital. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job duties. Must be comfortable working in an office setting three days a week.

