



Marketing Specialist Job description

Overview: Responsible for the planning and execution of print and digital marketing and advertising, as well as coordination of PR campaigns.

This position reports directly to our Operations Director and will regularly interface with other departments as well as engage with contractors/freelancers, media vendors, partners, sales reps, etc.

Marketing and Communications Advertising – 55%

- Social Media -- oversee and manage content for social media channels including Facebook, Instagram, Youtube, and Twitter. Develop engaging campaigns across channels and manage content calendar. Grow audiences, analyze engagement, and place and manage digital ads.
- Website -- serve as administrator to Wordpress website. Update and create web pages and ensure content is updated and the website is user-friendly.
- Digital advertisement -- oversee digital media campaigns across paid media channels. Identify target audiences and design engaging digital ads.
- Print advertisement -- design printed materials including flyers, newsletter, postcards and other materials. Work with printing companies to finalize orders and ensure materials are accurate.
- Graphic Design -- use Adobe Creative Suite applications to produce print and digital design materials.
- Branding -- ensure brand guidelines are followed throughout all external documents, digital and print materials, and on the websites. Update and review materials and forms from staff to follow guidelines.
- Email marketing -- use Mailchimp to oversee mass email marketing campaigns.
- Events -- work with staff to set up registration pages, event webpages, and event promotions across digital and print platforms.
- Public relations -- contact reporters and create media relationships. Write and edit press releases as needed.
- Manage Google Analytics and AdWords accounts.
- Maintain knowledge of current marketing and social media trends. Make recommendations and guide staff on best marketing practices and standards.

Development - 30%



- Collaborate with Development Director and Executive Director to plan yearly development projects and timeline
- Review and assist in writing development materials
- Design print materials for the development team including mailings, postcards, envelopes, newsletters, annual reports, etc.
- Create digital development communications including social media and emails.
- Manage giving and donation sites
- Manage donation forms and update the website
- Update website with development and fundraising communications

Administrative - 15%

- Assist in managing the marketing budget. Monitor and track expenditures to ensure budget compliance. Update budget yearly
- Oversee events and development registration pages and forms in CRM
- Assist in creating and updating CRM and marketing procedures
- Create CRM reports for events and development
- Oversee Google Admin and manage Google Drive
- Create new email addresses for new staff members

Part-time: 10-20 hours per week

Salary: \$19.00 per hour

Hybrid workplace model options

To apply, please send your cover letter (including your available start and end dates), resume, and three references to: Jill Rudolph, Operations Director, Osprey Wilds Environmental Learning Center Email: rudolph@ospreywilds.org Phone: (320) 245-2648 ext. 118