



Marketing and Communications Specialist

Reports to: Operations Director

Classification: Full-time, non-exempt

General Statement of Position

The Marketing and Communications Specialists is responsible for planning, creating, and executing strategic marketing initiatives across digital and print platforms for Osprey Wilds Environmental Learning Center. The ideal candidate is detail-oriented, creative, and knowledgeable about current marketing trends and best practices.

This position oversees social media, digital and print advertising, email marketing, branding, graphic design, and event promotion. Responsibilities include developing engaging content and campaigns, managing marketing calendars, analyzing performance metrics, and ensuring brand consistency across all external communications. This position also manages digital advertising platforms, including Google Analytics and AdWords, and monitors marketing expenditures to ensure budget compliance.

This position works collaboratively with the Operations Director and other staff to support organizational goals and promote programs, events, and initiatives. This role provides marketing guidance and recommendations to staff, maintains knowledge of current marketing and social media trends, and supports additional projects as needed to strengthen Osprey Wilds' outreach and visibility.

Primary Duties and Responsibilities

- **Campaign Management** – Develop engaging campaigns for our organization, programs and events across a variety of media channels and manage content calendar.
- **Content Creation** -- Use Adobe Creative Suite applications to produce print and digital design materials: flyers, newsletters, our Annual Report and other materials.
- **Digital advertisement** -- Oversee digital media campaigns across paid media channels. Identify target audiences and design engaging digital ads
- **Brand Management** -- Ensure brand guidelines are followed throughout all external documents, digital and print materials
- **Data Analysis** - Track campaign performance, analyze metrics including Google Analytics and AdWords accounts
- **Email marketing** -- Use Mailchimp to oversee mass email marketing campaigns

Additional Duties and Responsibilities

- Maintain knowledge of current marketing and social media trends. Make recommendations and guide staff on best marketing practices and standards
- Collaborate with other staff on additional projects as needed
- Monitor and track expenditures to ensure budget compliance
- Train employees on branding and social media
- Be an active member of the Operations Team
- Be an advocate for Osprey Wilds and our mission



Minimum Qualification

- Passion to tell a story
- Excellent written and verbal communication skills
- Strategic thinker and planner
- Excellent time management skills
- Experience with Adobe Creative Suite applications

Preferred Qualifications

- Prior experience creating and managing marketing campaigns
- Prior experience working for a non-profit organization

Compensation & Benefits

- Hourly wage: \$21.00 per hour
- Hybrid workplace model options
- Health, Vision and Dental Plan options
- Life insurance, short-term and long-term disability insurance
- Simple IRA plan with 3% match
- HSA with employer contribution
- Free Employee Assistance Program
- \$300/year for professional development activities
- Made from scratch lunch provided during working hours, if working in the Sandstone office
- 25% off in our gift shop and 50% off Osprey Wilds programs
- 120 hours PTO annually
- 11 Floating Holidays
- Up to 80 hours of earned safe and sick leave per year
- Paid Family Medical Leave

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