



Marketing Manager

The Marketing Manager is responsible for coordinating marketing and communications for smooth daily functioning of the Nature Center.

Marketing efforts will include the creation, development, and implementation of the Nature Center's annual marketing plan to direct branding, website, social media, advertising, and communications and will provide marketing support to the Development and Programs teams.

Principal Job Responsibilities:

- Create, develop, and maintain an annual marketing plan
- Create and manage marketing budget
- Update and maintain the website (WordPress)
- Analyze and report on data analytics to inform business and program development
- Create and distribute a bi-monthly newsletter (Constant Contact)
- Produce and publish all social media content
- Coordinate all external communications and PR efforts
- Design, negotiate, and place advertising in print and online channels
- Originate and drive production of all marketing collateral materials to support Programs and Development departments
- Support department teams with marketing guidance and assistance

Qualifications:

- Must embrace the mission of the Dunwoody Nature Center to inspire a love of nature and cultivate greater environmental understanding and stewardship
- Bachelor's degree
- Proficient use of Word Press and Constant Contact (or similar programs)
- Proficient use of Microsoft Word, Excel and PowerPoint, Google Suites
- Proficient understanding and ability to manage social media platforms (Facebook, Instagram, Twitter, etc.)
- Demonstrated strong interpersonal and writing skills (examples welcomed)
- Ability to plan, organize and execute projects effectively

About the Dunwoody Nature Center: We are a private non-profit 501c3 organization that operates within a 22-acre public park through a long-term lease with the City of Dunwoody. The staff of seven full time employees work closely with a volunteer Board of Directors to safeguard to the organization's mission of inspiring the love of nature and cultivating environmental understanding and stewardship by: conserving and enhancing the park; educating children, families, and adults of all ages about the

natural world and our place in it; and motivating environmental awareness and responsible action. The Dunwoody Nature Center is an equal opportunity employer.

Reports to: Executive Director

Work Schedule: Full time, nights and weekends as needed

Compensation: The Dunwoody Nature Center offers competitive compensation commensurate with experience and other qualifications. Benefits include:

- Funding of a healthcare reimbursement account
- Paid time off
- Partial cell phone reimbursement
- Access to reduced rates for rentals and programs