



# Dunwoody Nature Center

*Inspire your love of nature*

## **Marketing Communication Manager**

The Marketing Communication Manager is responsible for coordinating marketing and communications and managing general office support for smooth daily functioning of the Nature Center.

Marketing efforts will include the 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 team.

Administrative management tasks include ordering office supplies and some record keeping.

### **Principal Job Responsibilities:**

- Develop and maintain an annual marketing plan
- Update and maintain the website as needed, with the occasional assistance of our outside web development team (WordPress)
- Analyze and report on data analytics (website, social media, email marketing) to inform business and program development
- Create and distribute a bi-monthly newsletter (MailChimp)
- Produce and publish all social media outreach, maintain a content calendar, and track analytics
- Coordinate all marketing communications and PR efforts, including supervising all external email communication, creating and distributing press releases, and serving as a representative for the Nature Center whenever necessary
- Develop advertising for placement in print and online channels
- Submit upcoming event listings to partner organizations and online calendars, including the city of Dunwoody newsletter (weekly)
- Originate and drive production of all marketing collateral materials to support programs and development departments
- Support all department teams with marketing guidance and assistance
- Create and distribute surveys after all events and analyze results

### **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 in a related field, or combination of education and experience
- Proficient use of Word Press and MailChimp (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.)
- Proficient use of one or more Adobe Suite programs (Illustrator, InDesign, Photoshop)
- Demonstrated strong interpersonal and writing skills (examples welcomed)
- Love of the outdoors and willingness to learn about native flora, fauna and ecosystems
- Ability to plan, organize and execute events effectively
- Demonstrate professional conduct at all times

**About the Dunwoody Nature Center:** We are a non-profit organization that operates within a 22-acre park through a long-term lease with the City of Dunwoody. The staff of nine employees work closely with a volunteer Board of Directors to safeguard 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 qualifications. Benefits include funding of a healthcare reimbursement account, generous PTO policy, professional development opportunities and flex time/work from home options.

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