



Position Available:

Marketing Manager

Status: Part time, permanent

Application deadline: August 12, 2022

Help create lasting memories of time spent in nature for visitors young and old and of all abilities.

Job Summary: Join a staff of creative, energetic professionals who work together to connect all people with nature through educational, recreational and cultural experiences. CNC is in search of a Marketing Manager with a passion for promoting CNC and its offerings.

Objective: To create promotional materials that enable CNC staff to deliver programs to its members and the general public through various marketing initiatives, and to provide support to help maintain and grow sustainable resources.

Duties and Responsibilities:

1. Maintain regular communication with Director of Marketing & Communications regarding current and upcoming projects and deadlines and gather necessary information for all assignments
2. Collect information from Executive Director, department Directors and staff to meet deadlines for various regular and special projects
3. Design print and digital marketing materials such as the newsletter, enews, ads, videos, various brochures, year-end appeal and annual report
4. Establish priorities around multiple deadlines
5. Enter program information for database-driven CNC web calendar and various online calendars
6. Promote CNC through various social media channels
7. Export content and distribution lists from various database software
8. Capture CNC programs through photography and videography
9. Produce videos promoting CNC programs, events and fundraising
10. Other duties as assigned

Qualifications:

- Bachelor's degree in graphic design, marketing, communications or related field with a minimum of 3-5 years' experience
- Computer proficiency of Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft Office
- Experience with video production, preferably using Adobe Premiere Pro
- Experience using social media in a marketing capacity
- Competency with electronic (web-based) communications including interactivity (hyperlinks, bookmarks, online editors)
- Excellent written and oral communication skills
- Ability to work independently, manage multiple concurrent projects and meet deadlines
- Ability to organize information from numerous staff and departments, including supervisor, related to marketing initiatives
- Strong interpersonal skills; ability to relate to people of various abilities and generations
- Able to work in an environment that has a moderate noise level, open office concept
- Available to work a flexible schedule, including occasional weekends and evenings

Status: Part time, permanent

Reports to: Director of Marketing & Communications

Schedule: 20-25 hours/week, Monday-Friday (4-5 days/week) with occasional weekend and evening hours

Start Date: September 6, 2022

Compensation & Benefits: \$17/hour, 403(b) annuity plan with voluntary additional contribution, staff uniform, CNC membership, 20% discount in Nature Center Store, 10% discount on registered program member fee

Application procedure: Send cover letter and resume to Jamie Hockstra, Director of Marketing & Communications at jhockstra@chippewanaturecenter.org or 400 S Badour Road, Midland, MI 48640

Application Deadline: August 12, 2022

Overview: CNC is a nonprofit, environmental education organization. Its mission is *to connect all people to nature through educational, recreational and cultural experiences*. The 1,500-acre property includes woodlands, fields, ponds and rivers. CNC's facilities consist of a Visitor Center with Ecosystem Gallery, classrooms and Nature Center store; an 1870s Homestead Farm complex; Nature Preschool; an arboretum and 19 miles of trails. See www.chippewanaturecenter.org for more information.

Equal Opportunity Employer: CNC is an equal opportunity employer and does not discriminate against employees or job applicants on the basis of race, religion, sex, sexual orientation, gender identity, age, national origin, height, weight, handicap or disability, veteran status or any other status or condition protected by applicable state or federal laws.