

Marketing Manager

Organization Overview

The High Country Conservation Center (HC3) is a community non-profit organization that promotes resource conservation in Summit County, Colorado. Programs including recycling and composting, climate action, energy conservation, water conservation and sustainable food production. HC3 engages residents, visitors and businesses in protecting our local environment.

General Description of Duties

The Marketing Manager is responsible for the development, execution and tracking of marketing campaigns for HC3. This position works with the Marketing and Fundraising Senior Manager and the Marketing and Fundraising Coordinator to increase the visibility of the organization and drive community engagement. This position reports to the Marketing and Fundraising Senior Manager and does not have any direct reports.

Qualifications

Requirements

- Bachelor's degree required.
- 3 years of experience in marketing.
- Ability to create and manage budgets.
- Sharp visual eye and the ability to direct a graphic designer in producing visual display ads and printed collateral.
- Excellent writing and proofreading skills.
- Ability to synthesize multiple stakeholders' feedback and work with a variety of contractors to execute innovative, brand-aligned campaigns.
- Deep understanding of existing and emerging social media platforms, both paid and organic; proficient with Facebook Ads Manager + Business Suite, Instagram, and other social channels.
- Knowledge of the local media landscape and understanding of radio, print, and promotional partners a plus.
- Task-driven with ability to plan and manage multiple projects simultaneously.
- Strong attention to detail and highly organized.
- Passion for environmental stewardship and conservation.

Essential Duties and Responsibilities

Marketing and Outreach

- Lead the creation and execution of all marketing campaigns, including multi-channel media planning.

- Collaborate with the Marketing and Fundraising Senior Manager to develop concepts and support strategic planning.
- Oversee all marketing efforts to ensure consistent branding and messaging across all channels.
- Work with program managers to develop consistent, program-related marketing strategies.
- Write press releases, newspaper columns and ad copy for HC3's programs and events.
- Write monthly Eartha radio scripts and strategize content.
- Lead digital marketing strategy and manage the digital agency.
- Lead the creation of the Annual Report.
- Manage contracted graphic designers, photographers, translators and other creative contractors to create organizational collateral.
- Provide marketing workflow and schedule recommendations to leadership.
- Analyze and report on the effectiveness of marketing efforts.
- Actively participate in marketing and organizational meetings as needed.

Position Information & Benefits:

This is a part time position 20-30 hours/week. This position is based within our Summit County service area, with some in-office time required at our Frisco location. The hiring wage range is \$26-\$32 dependent upon experience. Benefits include paid time off and health insurance is negotiable. Additional compensation available for bilingual Spanish/English speakers.

Application Process:

Send a cover letter and résumé to Lauren Richmond at lauren@highcountryconservation by Tuesday, Nov 12, 2024, at 5pm. No phone calls, please.

Expected start date: January 13, 2025.