



Schlitz Audubon
Nature Center

MARKETING & COMMUNICATIONS SPECIALIST

PURPOSE OF THE POSITION

The Marketing & Communications Specialist, under the direction of the Director of Marketing & Visitor Experience, is responsible for marketing, editorial content creation, website management, as well as social media and email marketing. This position joins the marketing team that also includes the Creative Lead. The role is a mix of strategy and hands-on implementation.

ESSENTIAL FUNCTIONS

Marketing Support

- Develop annual and quarterly marketing plans and editorial calendars, in coordination with the Director of Marketing & Visitor Experience.
- Manage project timelines and deliverables for marketing initiatives in conjunction with team members
- Coordinate with various departments to ensure marketing alignment
- Track and report on project-specific marketing metrics
- Suggest strategies and tactics to grow targeted audiences
- Other marketing duties as assigned

Editorial Content Creation

- Write, edit, or proof content for various mediums, which may include, but not limited to quarterly print publications, brochures, website, blog, email, and social media
- Work with all departments, utilizing staff expertise to create and share Center stories. Areas include Environmental Education, Raptors, Nature School, Conservation, and Special Events
- Ensure consistency of communication across platforms

Social Media and Email Marketing

- Develop and implement comprehensive data-driven digital marketing strategies, aligned with organizational and program goals
- Recommend and implement changes in strategy and tactics based on analytics, best practices, and current trends
- Work with Center staff to create content and then implement on social media and email marketing platforms
- Manage reporting of analytics and performance measures

Website Management

- Oversee all aspects of website, including content updates, user experience optimization, and technical maintenance
- Manage website analytics and develop data-driven strategies for improvement, including SEO
- When structural website enhancements are needed, work with team members to devise the best solution

QUALIFICATIONS & EXPERIENCE

- Minimum of three - five years' experience in marketing and communications with practical expertise in digital marketing
- Exceptional writing and communication skills with strong attention to detail
- Demonstrated experience managing websites and CMS platforms, such as WordPress
- Proven track record of directing successful digital marketing campaigns (including social media) and knowledge of industry trends
- Advanced proficiency in analytics tools (Google Analytics)
- Experience developing email marketing strategies and proficiency with platforms, such as Mailchimp
- Strong project management skills with the ability to handle multiple priorities
- Strategic thinking and problem-solving skills
- Self-motivated and able to work both independently and collaboratively
- Bachelor's degree in marketing, communications, or related field preferred
- Passion for the Center's mission and values, as well as curiosity about nature

DETAILS

This position will be non-exempt, full-time 40 hours/week including some evenings and weekends.

COMPENSATION & BENEFITS

- Pay will be commensurate with experience
- Health, Vision, and Dental Insurance
- Life and Accidental Death Insurance
- Disability Income Insurance (Long-Term and Short-Term)
- Employee Assistance Program (EAP)
- Generous PTO
- 401(k) Retirement Plan

TO APPLY

Send cover letter and resume to Nancy Quinn at NQuinn@schlitzaudubon.org with Marketing & Communications Specialist in the email subject line.

*Please note: Applications will be compiled and reviewed in early January 2025.