



Marketing and Membership Coordinator

Job Description

About Chattahoochee National Park Conservancy

Chattahoochee National Park Conservancy, Inc. (CNPC) is a nonprofit 501(c)3 corporation. CNPC is the official friends group for the Chattahoochee River National Recreation Area (CRNRA), a series of fifteen park units along 48 miles of the Chattahoochee River in metro Atlanta, totaling 7,000 acres of land and water. Our mission is to build awareness and a community of support for the Chattahoochee River National Recreation Area and promote stewardship of its natural and cultural resources.

Position Description

The primary purpose of the Marketing and Membership Coordinator will be to support the overall mission of CNPC, through marketing, membership, and communications. This position is a key link to CNPC's members, ensuring the program is well organized and communicative. Further, the Marketing and Membership Coordinator plays a key role in developing CNPC's messaging and language to raise awareness and support within the community. The Marketing and Membership Coordinator must be an inclusive, collaborative, action oriented individual, committed to CNPC's mission.

RESPONSIBILITIES

Social Media, Website and E-Marketing

- Facilitates content creation and coordination for communications on behalf of CNPC
- Manages all communication logistics for donation drives, monthly newsletters, and organizational updates; provides deadlines, process for content creation and editing, and coordinates approvals with Executive Director
- Responsible for maintaining and dynamic website presence while staying consistent with organizational messaging;
- Assists with website redesign - reviewing all website content, assisting in contractor research (as needed)
- Works with the Executive Director to keep content current and engaging on website and social media platforms;
- Develops and/or provides input on communications strategies and executes actions identified in strategies

Marketing and Public Relations

- Researches advertising opportunities for CNPC, including print, digital, radio, billboards, and more
- Helps coordinate contracted work with public relations consultant(s)
- Maintain templates for flyers, announcements, newsletters, powerpoint presentations, and ability to review and edit as needed

- Work closely with the Executive Director on developing branded materials for CNPC, including items for sale within the retail space at the park's headquarters

Administration

- Monitors and responds to messages that come in through general email for CNPC
- Assists Executive Director in gathering supplies and materials needed for meetings, such as but not limited to, print materials, gift bags, marketing materials

Membership

- Handling all questions and information requests regarding membership
- Assists bookkeeper in any processing of membership applications, renewals, and cancellations
- Maintain an updated membership database, including maintenance and upkeep
- Develop membership communications
- Collect data, tracking membership statistics, and preparing reports.
- Develop and implement strategies to attract new members and increase membership retention
- Coordinate with the accounting to track membership revenue
- Prepares and maintains marketing materials and collateral in regards to membership
- Collaborates with Program Coordinator to plan and implement member benefit programs in and outside of the park

Fundraising

- Assists Executive Director in developing language for grant applications and fundraising requests
- Develops and prints marketing collateral that is utilized in donor meetings and communications, including case statements, project overviews, and graphic needs.

Skills and Abilities:

- Knowledge of CNPC mission and ability to communicate it
- Knowledge of social media and other basic marketing platforms.
- Strong attention to detail and proofreading skills
- Able to balance multiple diverse projects at once
- Manage organizational calendars, maintaining uptodate information
- Ability to be flexible and adapt to changing needs and time pressures
- Ability to disseminate information clearly and concisely.
- Ability to communicate professionally and build relationships with coworkers, volunteers, members, donors, and vendors.
- Ability to create and sustain positive working relationships at all levels; internal and external.
- Proven relationship-building skills to support collaboration
- Ability to track, analyze, and adjust programs and processes as necessary.

Requirements

- Educational background or comparable work experience in parks or attractions, conservation, natural resources, nonprofit management or a related field
- 1-3 years of experience in marketing and communications, preference in the nonprofit sector
- Experience with public speaking, co-leading meetings, presentation delivery

- Possess exceptional organizational skills, attention to detail and follow through
- Excellent communication and writing skills, patience, professionalism, and ability to effectively interact with the community, national park service employees, and CNPC leadership

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The qualified employee will work in an office setting, and interact with staff, consultants, and outside vendors, therefore he/she may be subjected to interruptions throughout the workday. The position will require some flexible hours, and local travel (approximately 40%). The Chattahoochee River National Recreation Area spans over 48 miles of Chattahoochee River, 66 miles of trails, and 7,000 acres of land and water.

This position is eligible for hybrid work, where they may work remotely some days of the work week, and in person at the Island Ford Park Headquarters other days of the week.

Must have reliable transportation to and from work, including offsite meetings, events and programs in and outside of the park, and regular commuting to in person office.

Compensation and Benefits:

This is an outstanding opportunity to contribute to a fast growing nonprofit. Salary starts at \$50,000 and will be commensurate with experience. Benefits include health care and PTO.

Chattahoochee National Park Conservancy is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply. Diversity of opinions, experiences, and backgrounds is a key asset.

How to Apply:

Interested candidates should send a resume and cover letter to Brittany.jones@chattahoocheeparks.org.