



## **Marketing and Development Director Job Description**

### **General Description of Duties**

The Marketing and Development Director works with the Executive Director to promote HC3 through marketing, events and donor relations. The Director will plan and execute all marketing and outreach campaigns, and will oversee all fundraising events. The Director will work with the Executive Director to increase fundraising through individual donations and other partnerships. This position reports to the Executive Director and does not have any direct reports.

### **Application Process**

Send cover letter and résumé to Jennifer Schenk at [jenschenk@highcountryconservation.org](mailto:jenschenk@highcountryconservation.org) by Tues, November 28 at 5pm. No phone calls. Anticipated start date is January 2, 2018.

### **Qualifications**

#### **Requirements**

- Bachelor's degree, preferably in marketing or communications.
- Minimum of three years marketing experience.
- Experience planning and executing events.
- Strong interest in environmental stewardship and conservation.

#### **Skills and Attributes**

- Experience in the development, execution, and management of creative and successful marketing campaigns.
- Established community relationships or ability to develop relationships and partnerships.
- Ability to create, implement and manage budgets.
- Excellent interpersonal and writing skills.
- Outstanding computer skills with ability to manage complex data in Sales Force database.
- Basic graphic design skills to create workshop flyers or modify ads. (Note: HC3 utilizes a contract graphic designer for campaign development & design, so advanced graphic design skills are not required.)
- Reliable transportation and clean driving record are required.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### **Marketing and Outreach (50%)**

- Create marketing and events plan with budget annually.
- Oversee all marketing, public relations and outreach efforts. Ensure that branding and messaging are consistent.
- Develop and execute campaigns using all marketing platforms including social media, e-newsletters, web, print ads and flyers, radio, etc.
- Identify key marketing metrics and provide campaign results reports to Executive Director.
- Write press releases for HC3's programs and events.
- Establish relationships with local media and other partners to promote HC3.
- Attend local networking events to establish formal partnerships and promote HC3's programs.
- Work with program managers to establish consistent, program related marketing strategies.

### **Event Management (20%)**

- Oversee the successful execution of fundraising events including the Tim McClure Benefit, the Wild and Scenic Film Festival and Harvest Dinner. Event coordination assistance will be provided by the Community Programs Coordinator.
- Create plans that increase revenue for existing fundraising events.
- Develop event budgets, lead event committees, sell sponsorships and get silent auction items (with assistance from Board & Staff) and manage HC3 staff to assist with events.
- Provide detailed attendance and financial tracking during and after events.
- Assist Community Programs Coordinator in executing zero waste events and partner events such as A-Basin's Save our Snow Event.
- Attend all special events and some program workshops. There are approximately five weekend events annually, in addition to some evening workshops.

### **Fundraising Management (30%)**

- Create fundraising plan in conjunction with Executive Director and Fundraising Committee.
- Conduct individual asks with donors and fundraise from foundations and corporations/businesses to reach or exceed budgeted fundraising targets.
- Develop, strengthen, and maintain existing and prospective donor relationships.
- Lead HC3's Fundraising Committee. Provide donor reporting compared to goals.
- Manage donor database (Sales Force) to ensure proper tracking and communication with donors. Some assistance in data entry will be provided by Coordinators.
- Create and execute annual appeal letter to existing and prospective donors.
- Compile and utilize statistical data to present to donors and funders to ensure transparency and to continually educate our donor base.
- Train Board and Staff on techniques to improve fundraising.

### **Position Information and Benefits**

The position is full-time, year-round with the following benefits: health insurance, long-term disability insurance, IRA match and paid time off. Schedule is Monday through Friday, 9am-5pm with some weekends and evening events required.