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JOB TITLE: Marketing & Communications Coordinator DATE WRITTEN: November 2023

FUNCTIONAL AREA: Development & Marketing DATE APPROVED: November 2023

REPORTS TO: Director of Development & Marketing

GRADE: Full Time – Exempt

SALARY: \$45,000 - \$50,000

ABOUT US

Join our team at McDowell Sonoran Conservancy where we preserve and advance natural open space through stewardship, education and science. We are seeking a dynamic and passionate individual to join our Development and Marketing team as a Marketing & Communications Coordinator.

JOB SUMMARY

The Marketing & Communication Coordinator will be part of the Development and Marketing team. The Coordinator will be responsible for telling the story detailing the impact of the Conservancy's work. Working with internal and external subject matter experts to gather the input, this individual will engage the public to educate them about our impact. The Coordinator will be responsible for executing our communications and fundraising strategy through multiple communication channels. They will be responsible for increasing public awareness of our organization and our activities through effective, creative, and professional marketing. The Coordinator will assist in development fundraising efforts and digital campaigns.

MAJOR JOB FUNCTIONS

- Work with the Director Development & Marketing to implement integrated marketing strategies, increase digital accessibility of information, and ensure all materials are produced in accordance with brand standards
- Create written content that increases awareness of our impact, including emails, newsletters, social media posts, paid social campaigns, SMS communication and digital ads
- Develop engaging, high-quality written content which educates users and embeds personal calls to action through all communications
- Manage our social media presence
- Oversight of several relevant vendors for communications and marketing
- Determine what marketing and collateral materials are required and produce those materials
- Research and implement content best practices, target audiences, consumer trends and brand opportunities
- Edit and proofread copy written by others as needed
- Write SEO-optimized copy for web articles and social media posts
- Utilize web Analytics tools to support ongoing optimization across our marketing channels to drive increased traffic/engagement
- Other duties as assigned

MINIMUM QUALIFICATIONS

- Bachelor's degree in English, journalism, communications, marketing plus two years' relevant experience or any equivalent combination of education and experience
- Demonstrated ability to write strategic communications pieces for an organization, including press releases, newsletters, website and social media content
- Strong copywriting and copy-editing skills
- Experience with Constant Contact, CANVA and WordPress
- Strong photography and videography skills and proficient with video and photo editing tools, digital media formats, and HTML
- Ability to deliver creative text, image, and video content
- Familiar with web design, publishing, general marketing concepts and online marketing strategies
- Experience managing social media for an organization preferred
- Prior experience in non-profit communications and/or fundraising preferred
- Excellent written and oral communication skills
- Strong interpersonal skills and the ability to relate to other staff, volunteers, agency representatives, clients and the general public
- Must be self-motivated and committed to workplace participation and diversity with the ability to work as a team member
- Ability to juggle multiple projects and meet deadlines in a high-energy, fast-paced environment
- Knowledge of Google Analytics, keyword research, and Search Engine Optimization
- Experience working closely with volunteers
- Must be able to pass a standard background check
- A valid driver's license and access to reliable transportation
- Ability to work off-hours with occasional evenings, weekends, and/or holidays as needed

Preferred skills and experience

- Experience working for or volunteering with non-profit organizations
- Familiarity with natural sciences and the Sonoran Desert ecology
- Understanding of interpretive principals and techniques
- Bilingual (Spanish) a plus

Working Conditions and Culture

Work is performed in an office setting as well as classrooms and outdoors. Local travel is required. Dependable transportation is required for work travel to schools, the Preserve and partner meetings. The Conservancy reimburses mileage according to Federal travel rates.

Like all of our staff members, this role is expected to contribute to a culture based upon respect, teamwork and collaboration. Adaptability, creativity, and a passion for the environment and the Conservancy are a must.

Benefits

- 60% Employer paid Medical insurance
- 100% paid Vision, Life, AD&D, STD, LTD
- 403(b) Retirement with 50% match up to 4% of base salary



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- 10 days for Sick leave
- 12 days of Vacation leave

- 13 paid Holidays
- Flexible work schedule including 9/80 work schedule after 90 days
- Work from home opportunities
- Professional development opportunities
- Quarterly staff retreats

To Apply:

Mail or email your resume and completed application (found on our website) to

MCDOWELL SONORAN CONSERVANCY

Attn: Human Resources

15300 N. 90th St., Suite 400, Scottsdale, AZ 85260

Ph: 480-998-7971

info@mcdowellsonoran.org

McDowell Sonoran Conservancy is an EEOC, Employment-At-Will employer along with a Drug-Free and Commercial Smoke-Free work environment. All employment is based upon appropriate clearances.