

COMMUNICATIONS AND MARKETING MANAGER
THE FOUNDATION FOR GEAUGA PARKS
April 2023

The Foundation for Geauga Parks (the “Foundation”) is an independent, non-profit organization founded in 1990. Our philanthropic mission is to raise money to fund community engagement with nature and parks through education, preservation, conservation, and appreciation of the unique natural character of Geauga County. We help preserve and conserve green spaces and enhance parks for passive recreation and enjoyment and educate youth to care for and appreciate the environment. We are the Foundation for *all* parks in Geauga County.

Summary Position Description

The part-time (approx. 20 hours/week) Communications and Marketing Manager (“Manager”) works in collaboration with the Foundation Staff and Board, to create and direct the organization's communications and marketing strategies and tactics, as well as advance the Foundation’s mission through public relations. This may include, but is not limited to: Organizational communications, media relations, annual report creation, annual appeal mailings, email communications, advertising, website management, and social media. Emphasis is placed on a candidate with exemplary strengths in written and oral communication and marketing strategy.

This role is hybrid; work to be performed virtually as well as some hours in the office.

The position reports to the Executive Director and collaborates closely with the Board President, Administrative Associate, Bookkeeper, Foundation’s Executive Committee, Board of Trustees (the “Board”), and other Committees.

Responsibilities and Duties

The Manager works with the Staff and Board of Trustees in all aspects of Foundation marketing and communications, with particular emphasis on building awareness of the Foundation through various communication channels with existing and prospective constituents in Geauga and surrounding counties.

- Drives community outreach efforts through written, oral, and digital communications
- Writes and distributes clear and compelling cases to support the organization’s efforts & appeals
- Develops and manages the Foundation’s annual marketing plan and associated calendar
- Prepares impactful communications collateral for fundraising including major gifts programs, annual fund, planned giving and fundraising events
- Develops the annual report in collaboration with Board, Staff, and contractors (if necessary)
- Creates communications and materials across multiple channels to acknowledge business partners, sponsors and donors

- Creates ongoing and consistently-branded materials including developing copy and creative materials including newsletters, press releases, etc.
- Develops fresh and creative marketing and communication strategies with the Advancement Committee to encourage new or increased stakeholder awareness and engagement
- Develops and implements social media and digital marketing strategies
- Responsible for managing the Foundation's website
- Provides communication support for grant proposals as needed
- Attends some Foundation events in order to take photos, write relevant media releases, and otherwise understand and report on these events
- Other duties assigned by the Executive Director or Board President as needed

Requirements and Qualifications

- Bachelor's degree
- Experience planning and executing successful marketing efforts
- Success in developing creative approaches to marketing and communications
- Developed and implemented successful written and oral communications and marketing strategies.
- Displays optimism and sensitivity to the needs of donors
- Demonstrates highly ethical standards and proven integrity
- Meets deadlines
- Able to work independently as well as an effective team member
- Proficient use of social media, Microsoft Office software, and CRM databases
- Proficiency in Adobe design software
- Familiarity with Meta Business Suite and Google Ads
- Willing to work some nights and weekends
- Experience working for nonprofits strongly preferred
- NOTE: Candidates should be able to provide samples of writing and design in person or digitally-linked

Interested candidates should send a cover letter, resume, and list of references to linda@foundationforgeaugaparks.org. No phone calls please. The Foundation for Geauga Parks is an Equal Opportunity Employer.