



CATALINA ISLAND CONSERVANCY

JOB DESCRIPTION

POSITION: Marketing Manager

STATUS: Full time, Non-Exempt

DEPARTMENT: Development/Communications **REPORTS TO:** Chief Development Officer

UPDATED: August 2017

POSITION SUMMARY:

The Marketing Manager, in collaboration with the Communications Manager, helps define and build the Conservancy's marketing and communications strategies and drives the creative process and production of all marketing materials. This includes developing positioning strategies and creative concepts for marketing/promotions, fundraising campaigns, and advertising activities that fully align to overall brand and brand protocols.

SUMMARY OF ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Support implementation of brand refresh with style guide for each application within the Conservancy.
- Translate new brand components to designs for different brand touchpoints, including various print applications, signage, vehicles, clothing, and more.
- Use brand refresh implementation to tell the brand story externally, capitalizing on 45th /50th anniversary milestone and looking forward to next 45 years.
- Serve as brand champion, ensuring that all deliverables, whether created internally or by third-party vendors, are on brand in terms of look, feel, and messaging and engraving.
- Develop and execute promotion strategies for ad campaigns/buys, retail merchandising, events, member benefits and giveaways, fundraising campaigns, milestones, etc.
- Prepare and ensure timely graphic design/layout of biannual Conservancy Times magazines, brochures, case statements/fact sheets, monthly E-News, email templates, annual report, ads, event collateral, rack cards, maps, signage, and other digital and/or printed materials as needed.
- Collaborate with external partners for video production as needed.
- Manage internal and external creative and production partners.
- Manage all video and photo assets.
- Maintain Conservancy website with support of external partners.
- Monitor and report on website analytics.
- Evaluate, monitor and report on effectiveness of marketing placement, social media and materials.
- In 2018, develop RFP, identify creative partner, and lead website overhaul.
- Provide marketing support for programs, fundraising events and corporate partnerships.

REQUIRED QUALIFICATIONS:

Knowledge/Skills:

- Demonstrate strong project management and hands-on skills in creative design and development and execution of marketing campaigns.
- Proficiency with Adobe Illustrator and/or In-Design; I-Movie or other film-editing experience is preferred.
- Strong social media and website experience.
- Excellent visual design skills.
- Experience in visual storytelling for brands.
- WYSIWYG website content editing skills; CCS knowledge is preferred.
- Strong organizational and project management skills.
- Proficiency utilizing Windows and Microsoft Office programs, including Word, Excel, and PowerPoint
- Proficiency in managing vendor and partner relationships.
- Provide campaign of topic and personnel awareness to sow leadership in our field and build awareness of accomplishments.

COMPLEXITY/PROBLEM SOLVING:

- Ability to manage and prioritize multiple deadlines and tasks.
- Ability to think creatively/forecast with budget management proficiency.
- Ability to work in collaborative environment with diversified products, locations, demographics and markets.

COMMUNICATIONS/INTERPERSONAL CONTACTS:

- Ability to maintain effective working relationships across departments and with external partners.
- Ability to effectively work with and communicate with a wide range of people including associates, managers, executives, donors, members and the public.
- Ability to work effectively under pressure with frequent interruptions.
- Ability to demonstrate a professional and approachable attitude on a consistent basis.
- Ability to use discretion and sensitivity in handling highly confidential donor information.

EDUCATION / EXPERIENCE:

- A Bachelor's Degree in Marketing or similar field required and 3+ years of relevant experience.

WORK ENVIRONMENT/ PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job or that an employee encounters while performing the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The primary location is at the Conservancy's Long Beach office at 320 Golden Shore, Suite 220; the office environment has moderate noise levels and is a non-smoking environment.
- Travel to Catalina Island via boat is required on occasion.
- Ability to work evenings and weekends as necessary for events or special projects.