

Title: Marketing Manager
Hours: Full-time, salaried
Reports to: Director of Communications and Marketing
Location: Remote, anywhere in the United States
Application Deadline: Open until filled

Position Summary: The Marketing Manager is a key member of The Conservation Alliance's communications and marketing team and supports the organization's mission and strategic objectives. They lead on the design and implementation of the organization's cause marketing efforts in partnership with TCA member companies to elevate brands' commitment to conservation and generate TCA brand awareness. They also support all other organizational work through communications strategies and tactics including elevating priority policy campaigns for land and water conservation, promoting TCA's grant program and grantees, and sharing stories about the outdoor spaces TCA is working to protect and the communities and businesses that rely on them.

RESPONSIBILITIES

Digital Communications Strategy and Execution - 50%

Social Media

- Develop social media strategy to support TCA grants program, advocacy campaigns, and membership recruitment/collaborations and manage social media calendar
- Draft social media content and upload and post content to social media platforms including LinkedIn, Instagram, Facebook, and Twitter
- Monitor social media engagement and messages
- Manage graphic design contractor
- Utilize Hootsuite to build reports, track results, share with the TCA team, and suggest improvements

Email

- Manage email calendar including various regularly scheduled emails and one-time campaign/project specific emails to members, grantees, and funders
- Draft email copy, build emails in MailChimp, select audiences, and send emails
- Manage a graphic design contractor
- Manage email audience segments, track results, share with the TCA team, and suggest improvements

Website

- Support website management and draft copy for new and updated website content as needed
- Work with contract web developer for technical updates
- Managing and optimizing The Conservation Alliance website and implementing SEO/SEM strategies and tactics.

Cause Marketing Campaign Design and Execution - 50%

- Serve as the organizational expert on cause marketing efforts and create cause marketing strategy including an annual calendar and fundraising targets
- Design and execute cause marketing campaigns in collaboration with multiple brands throughout the year
- Work with brands and interface with their marketing staff to design materials, create and execute promotional strategy, and report back on results (work with contract designer)
- Develop creative approaches to brand collaborations for TCA fundraising such as give aways, raffles, and auctions
- Engage with additional cause marketing opportunities as they arise and determine strategic opportunities to pursue that will best support TCA fundraising goals

QUALIFICATIONS

Required Experience and Personal Qualifications:

- 4+ years work experience in communications and marketing (at least 2 years experience working on cause marketing)
- A demonstrated understanding of brand marketing goals and objectives
- Experience managing content within native platforms such as LinkedIn, Facebook, Instagram, Mailchimp, and Wordpress as well as content management software
- Fantastic written communication skills and copywriting and editing experience
- High attention to detail
- Understanding of data-driven decision making for communications and marketing
- Personal alignment with and passion for The Conservation Alliance's mission and values
- Commitment to full participation in the organization's [JEDI](#) initiatives
- Affinity towards mission-driven and small, nimble nonprofit environments
- Ability to manage multiple projects and deadlines effectively
- Ability to travel 3-6 times per year, perhaps more depending on location

Preferred Experience - Not Required:

- Experience working in both for-profit and nonprofit sectors
- PR experience

Location:

This position can be remote and based anywhere in the United States. Candidates must be willing to travel several times a year.

How to Apply:

Please send a cover letter and resume to jobs@conservationalliance.com with "Marketing Manager" in the subject line. You will receive confirmation of your application within five business days. No phone calls, please.

WHAT TO EXPECT

When you join our team:

- You can expect to work with a small team of passionate people that are creative, scrappy, and committed to having an impact and getting their work done.
- You will have great benefits and work-life balance.

Compensation:

The Marketing Manager will be compensated with a highly competitive base salary (\$65,000-\$80,000) depending on experience and skill set), and have access to a strong benefits package, including:

- A 401k plan with a 5% employer match
- Employer sponsored health insurance plan (medical, dental, vision) where employer covers 80% of premiums
- \$75/month cell phone/internet reimbursement
- Generous PTO and org holiday schedule
- Access to outdoor industry pro deals

Eligibility:

The Conservation Alliance is an equal opportunity employer. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status or current employment status. We value diverse experiences and educational backgrounds.

Many different research studies have concluded that women and people of color are less likely to apply for jobs unless they believe they check off every qualification described in a job description. At Conservation Alliance, we believe that the best candidate for the job may come from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.

Our Commitment to Justice, Equity, Diversity and Inclusion

In order to achieve our vision, we must actively work to create systems of inclusion within ourselves as individuals, within our organizational culture, processes, and programs, and through our role in a greater conservation and environmental movement. This work takes time and consistent, life-long commitment.

As a coalition of business leaders and conservationists, we feel an acute urgency to demonstrate our sincerity through our actions. Yet, we understand that meaningful and lasting change begins with gaining clarity and alignment on our intended outcomes and how to get there. We strive for a blend of humility, patience, and determination as we work to transform ourselves, shift our culture, build upon our 32-year organizational history, and connect with networks and communities who have not been part of our alliance in the past. We know that our vision and path forward will evolve, and we commit to being transparent in both our mistakes and successes. We welcome the guidance and feedback of our members, grantees, supporters, and those we have yet to meet.

We'll have made meaningful progress when we share ownership of our mission with our partners and communities, broaden access to decision-making power over funding and project priorities, and when we expand and diversify access to our financial resources and political clout. This will require an ongoing practice of evaluating and letting go of existing beliefs, processes, and control, and reimagining what conservation and being a conservationist truly mean.

About The Conservation Alliance:

The Conservation Alliance (TCA) is an organization of over 270 like-minded businesses whose collective contributions support grassroots organizations and their efforts to protect wild places and outdoor spaces for community benefits, climate stability, biodiversity, cultural heritage and outdoor recreation. TCA funds have played a key role in protecting rivers, trails, wildlands, and climbing areas throughout North America. Membership in TCA is open to all companies who share our mission and values. Since 1989, we have contributed more than \$30 million in grants to conservation organizations whose collective efforts have helped protect 81 million acres of land and 3,580 miles of rivers; stop or remove 37 dams; acquire 21 climbing areas; and designate five marine reserves. For complete information about The Conservation Alliance, visit www.conservationalliance.com.