



Marketing Specialist

Department: Marketing

Supervisor: Executive Director

Schedule: Full-time (40 hrs./wk.); FLSA Exempt. Hybrid schedule is a blend of in-office and remote work.

Summary

The Marketing Specialist will play a key role in promoting Ijams Nature Center as one of the region's top destinations and community resources that enriches people's lives through environmental and conservation education, innovative programs, and community involvement. Ijams is seeking a passionate learner with a project management mindset to provide critical direction in marketing the Ijams brand to raise awareness of and support for this nonprofit organization. This position will build, maintain, and monitor Ijams' digital presence (e.g., social media, e-newsletters, website, etc.) as well as coordinate and design materials such as annual reports, newsletters, ads, brochures, etc., to promote visitation, camps, classes, hikes, facility rentals, gift shop, special events, and other programs to help the organization achieve membership, fundraising, and program attendance goals.

Duties and Responsibilities

A. BRANDING & VISUAL IDENTITY (20%)

- Ensure the integrity and consistency of Ijams' visual identity and mission-driven brand to showcase the organization as a high-quality and desirable regional attraction with unique and innovative programming.
- Manage the design process for all promotional materials and collaterals for print and digital use.
- Ensure Ijams' style guide and design best practices are followed.
- Collaborate with design firms in the development of larger scale marketing pieces and campaigns.

B. MARKETING & CONTENT MANAGEMENT (20%)

- Create and manage system(s) for organizing and storing photography, graphics, and other materials.
- Manage, compile, edit, and distribute Ijams e-newsletters to ensure high-quality, mission-driven content.
- Design materials for all departments and manage the editorial process to ensure accuracy and brand consistency.
- Photograph and video the organization's programs, workshops, events, and activities.
- Market events through Ijams channels, and promote in local and regional outlets.

C. SOCIAL MEDIA & WEBSITE MANAGEMENT (55%)

- Monitor and increase engagement using data from social media and website analytics.
- Generate multi-day, mission-related content each week across social media channels (e.g., Facebook, Instagram, LinkedIn, etc.).
- Manage and update the Ijams' website and ensure consistency.

D. OTHER (5%)

- Work creatively within the marketing budget.
- Stay current with emerging trends and best practices in social media, marketing, communications, and content management.
- Attend and work at Ijams' signature events as determined by supervisor.
- Work some evenings and weekends as required.
- Assist with other projects and duties as needed or assigned.

Desired Skills and Abilities

- Excellent written and oral communication skills.
- Ability to design clear, creative materials.
- Excellent attention to detail.
- High level of integrity and professionalism.
- Ability to think creatively and strategically, multi-task, and follow-through.
- Proven ability to manage projects requiring multidisciplinary input and meet deadlines.
- Excellent organizational skills.
- Proficiency in Adobe Creative Suite, Microsoft Office (specifically Word, Excel, PowerPoint, and Publisher), and comfort working with other software such as Canva, GSuite products (Docs, Sheets, etc.), etc.

Qualifications

- Bachelor's degree preferred.
- Minimum of 1-3 years of work experience in marketing, design, communications, and social media.

Other Requirements

- There are situations in which working outdoors is required throughout the year.
- This position has the opportunity to work remotely and in the office as needed.
- Must comply with a background check.
- Must have a valid driver's license.

Physical Requirements

- Must be able to lift and carry or otherwise move up to 50 pounds.
- Must be able to work around small children and capture their activity during photography and video shoots.
- Must be able to traverse safely over uneven or irregular terrain.
- Must be able to work in outdoor environments in all weather conditions.
- Must be able to see and respond appropriately to potentially dangerous situations.

Compensation/Benefits

Salary is commensurate with qualifications and experience. The position offers health insurance including medical, dental and vision; paid vacation and sick leave; paid holidays; and a 403(b) retirement fund match.

About Ijams Nature Center

Ijams Nature Center is a nonprofit nature center located on the banks of the Tennessee River near Knoxville's urban center. Its mission is to encourage stewardship of the natural world by providing an urban greenspace for people to learn about and enjoy the outdoors through

engaging experiences. Ijams Nature Center manages 318 acres of land with more than 14 miles of trails, a large Visitor Center, Mead's Quarry lake, mountain biking trails, river access, gardens, and much more. People of all ages attend educational programs, including school field trips, family programs, summer camps, and adult workshops. Ijams Nature Center partners with Knox County and the City of Knoxville as well as with multiple agencies to provide outstanding educational offerings. Visit the Ijams website at ijams.org for current program information.

Equal Opportunity Employment

Ijams Nature Center is an equal opportunity employer and does not discriminate against employees or job applicants on the basis of race, religion, ethnicity, sexual orientation, gender identity, age, national origin, mental or physical disability, veteran status, or any other status or condition protected by applicable state or federal laws. These anti-discrimination policies also apply to volunteers and program recipients. Ijams Nature Center provides reasonable accommodations to all applicants and employees. Applicants with disabilities may request reasonable accommodation at any point in the employment process.

To Apply

Send resume, cover letter, design samples, and three references (*will not be contacted without notice*) to Amber Parker, Executive Director, at aparker@ijams.org. The **deadline** to apply is **March 20, 2023.**