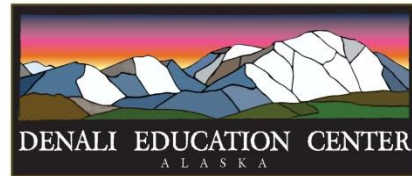


Position Description Marketing & Communications Director



Classification: Full-time exempt

Reports to: Executive Director

Job Duration: Year-round; subject to 8 weeks furlough

Overview

Denali Education Center (DEC) is a non-advocacy, for-purpose organization and partner of Denali National Park and Preserve. Our mission is to promote understanding and appreciation of Denali through fun, informative, and inspiring programs. Our 10-acre campus is home to 12 guest cabins, a combined classroom and dining hall, a yurt, and a community events building. We operate week-long learning vacations in cooperation with numerous educational groups and organizations, primarily Road Scholar. In addition, we offer a suite of community programs, evening events, lectures, and youth programs. Denali Education Center is a diverse organization, with its roots firmly planted in the local community, and Denali National Park and Preserve.

The Marketing & Communications Director is a full-time exempt position responsible for driving marketing and communications essential to DEC, leading the development and distribution of its messages. This position acts as the “face and voice” of the organization. This is a hands-on and participative manager that plays a critical role in the leadership team, making strategic decisions as Denali Education Center builds capacity and plans for upgraded campus facilities.

Position Description

The Marketing & Communications Director oversees Denali Education Center’s communications, marketing, website, events, and fundraising functions. Tasks require collaboration with the Executive Director and other Directors to develop a marketing plan, develop web and print communications, oversee community events, and help coordinate DEC’s fundraising efforts. In addition, the Marketing and Communications Director will take a lead role in the Denali Zero-Landfill Initiative (ZLI), facilitating ZLI projects and outreach in the community.

The Marketing & Communications Director hires, trains, and supervises the seasonal Event Manager, volunteers, and other event staff as needed. This position generally works a 40-hour work week but will be required to work additional hours in summer to fulfill training, event, and other organizational needs. Additional duties may be assigned.

Area of Responsibilities:

Communications and Marketing

- Oversee the organization’s communications

- Create and implement a broad communications plan and brand strategy including coordination of message across platforms with a calendar of goals and strategies
 - Craft and distribute general communications, i.e. weekly e-newsletter, program and event promotions, annual report, and press releases
 - Oversee internal communications
 - Maintain DEC's website, which includes designing and developing new content in addition to general updates, and tracking analytics
 - Manage DEC's social media presence and accounts
 - Manage relationships with vendors for marketing, art development, printing, and other related projects and research vendor options to choose the best value, quality, and price
- Lead the organization's marketing efforts
 - Build and maintain consistent DEC branding
 - Craft and distribute business communications, i.e. a comprehensive marketing package that includes collateral for programs and our campus
 - Expand online presence, i.e. Google AdWords, Google Grants, Giving Assistant, etc.
 - Manage partnerships and memberships including Chambers of Commerce, Visitor and Convention Bureaus, professional organizations, businesses, and other nonprofits
 - Assist with maintaining and ordering DEC retail items
 - Develop metrics and report on the reach and impact of DEC's marketing and communications efforts
 - Maintain the integrity of communications and marketing data

Events and Fundraising

- Manage the organization's events and fundraisers
 - Hire and manage event staff during summer months
 - Identify fundraising opportunities for community programs
- Assist Executive Director with fundraising efforts including grant writing
- Maintain the GiftWorks database and gift acknowledgments
 - Create fundraising appeals for annual donors by mail and email

Zero-Landfill Initiative

- Liaise with the National Park Service Zero-Landfill Coordinator and serve as an additional point of contact for the National Park Conservation Association and Subaru partners
 - Co-chair ZLI board meetings; take notes and distribute as necessary
 - Help create and track annual ZLI budget
 - Attend annual ZLI Summit
 - Provide ZLI activity/information at staff orientations of local businesses

- Identify education outreach and marketing opportunities for ZLI in the local community and the greater Alaska Travel Industry
 - Facilitate the creation of educational/promotional videos, magazine articles, advertisements, and targeted marketing pieces
 - Work with local businesses to encourage source reduction, reuse, and recycling throughout their operations. Celebrate business ideas, challenges, and successes on social media, ZLI web pages, and media.
 - Liaise with Youth Program Manager on ZLI youth outreach opportunities and the established Zero Landfill Ambassador Program (ZLAP) Council
- Help to identify and establish sustainable solutions for funding the Zero-Landfill efforts beyond Subaru's commitment to the NPS ensuring success well into the future

Supervisory Duties

- Hire, train, and supervise seasonal Event Coordinator position(s), as needed
- Hire, train, and supervise seasonal volunteer positions as needed

Qualifications

- Genuine passion for Denali and public lands
- 2+ years of experience in communications, marketing, fundraising, nonprofit management, and/or similar field
- Strong written and editing skills with the ability to analyze and distill information into audience-specific content
- Experience managing staff, volunteers, and/or seasonal employees
- Experience planning events, soliciting donations, and handling extensive logistics
- Demonstrated design experience, creating marketing pieces for public consumption
- Ability to work independently with little supervision as well as collaboratively; while relating well with people and partners at all levels and from all communities
- Interpersonal skills such as initiative, problem-solving skills, and collaborating with other stakeholders
- Ability to multitask with an attention to detail
- Knowledge and experience using database systems and online communication platforms. Denali Education Center currently uses Microsoft Office, Constant Contact, GiftWorks, FileMaker Pro, Survey Monkey, and WordPress. Graphic design software experience preferred, i.e. Adobe Creative Suite
- Experience working in Alaska (preferably Denali) with an understanding of Denali and Alaska-based tourism

Preferred Knowledge and Skills:

- Basic knowledge of CSS/HTML preferred
- Current CPR and First Aid Certification or willingness to train

- 21+ years of age (ability to manage alcohol permits for special events and oversee alcohol servers)

Requirements

- Desire to work and live in a small community in a remote area of the Alaskan interior
- Ability to have fun and maintain a positive attitude during fast-paced summers and long winter seasons
- Willingness to pitch-in, outside of regular work hours and assigned responsibilities as the need arises
- Personal qualities of integrity, credibility, and commitment to DEC's mission

Compensation

- Salary range is \$41,600 - \$47,800 annually, commensurate with experience
- Benefits include paid holidays, annual leave, health insurance, life insurance, and Simple retirement plan (with employer contributions after two years)
- DEC supports professional development opportunities for its staff
- Four to eight weeks of furlough during the winter months (length depends on the organization's needs and budget)

This position description reflects Denali Education Center's best effort to describe the essential functions and qualifications of this job. It is neither an exhaustive statement of duties, responsibilities, or qualifications, nor a contract.

Denali Education Center is an equal opportunity employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, age, national origin, ancestry, disability, marital status, sexual orientation, gender identification or medical condition in accordance with federal and state law.

To Apply: Qualified candidates should send a resume, letter of interest, and references to Jodi Rodwell at jodi@denali.org