



Position: Marketing Director
Status: Full Time – 40 hours – Permanent - Exempt
Salary: \$45,000 - 60,000/year based on experience
Benefits: Health Insurance, Paid Holidays and Paid Time off
Reports to: Executive Director
Supervises: n/a

Land Trust of North Alabama leads regional and community collaborations that plan, preserve, and provide stewardship for green space in North Alabama. Our mission is to preserve North Alabama's scenic, historic and ecological resources through conservation, advocacy, recreation and education.

Job Summary:

Plan, develop, and coordinate all public relations and marketing initiatives to promote the Land Trust's mission and inspire community engagement across the North Alabama region.

Responsibilities:

- Share the Land Trust story and build brand awareness through strategic campaigns across multiple platforms (social media, website, email marketing, direct mail, paid/earned media)
- Promote and assist with planning and implementation of public events, fundraising efforts, and community outreach activities
- Foster relationships with media and community partners
- Manage advertising campaigns developed in-house and with vendor support
- Design and maintain all promotional and fundraising materials, including brochures, graphics, onsite signage, direct mail, presentations, promotional items, etc.
- Ensure graphics, materials, and messaging reflect consistent branding and style standards
- Create and oversee publication and distribution of all print and electronic publications
- Maintain the website, including an active event calendar, online shop, and blog
- Create content and manage company's social media profiles and presence, including Facebook, Instagram, X, and LinkedIn
- Support annual appeals and special projects through the design and execution of fundraising campaigns
- Oversee vendor relationships and projects related to communications efforts, including photographers, videographers, graphic designers, printers, and other community partners
- Evaluate the effectiveness of marketing efforts and identify opportunities for growth

Other duties as assigned

Job Qualifications:

- Bachelor's degree in marketing, public relations, communications, or related field
- 4 years of marketing experience, preferably with a nonprofit organization
- Dependable, flexible, detail-oriented, self-motivated

- Outstanding organizational, planning and project management skills.
- Highly effective marketing, public relations, and business communication skills
- Ability to communicate and collaborate with diverse audiences
- Experience with social media marketing, email marketing, print media, video production, direct mail, and internal communications.
- Excellent written and verbal communications skills
- Ability to work occasional evenings and weekends
- Ability to work independently and as a team player
- Proficiency using Microsoft Office (Excel, Word and PowerPoint), Canva, Adobe Creative Suite (InDesign, Illustrator and Photoshop), WordPress, Constant Contact (or similar email marketing platform); Social Media

To apply, please send a cover letter and resume to Marie Bostick, Executive Director, at jobs@landtrustna.org by Friday, October 25.

Updated October 2024