



Marketing Manager

POSITION ANNOUNCEMENT

Summary of Position: The Marketing Manager is responsible for strategically leveraging ICL's brand identity to support ICL's mission, values, goals and strategies. The Marketing Manager creates innovative marketing and communications plans that accelerate our campaigns and the ICL mission, leading to increased awareness, engagement, fundraising revenue, relevance and respect across diverse audiences. The Marketing Manager will have overall responsibility for maintaining the ICL brand's parameters, both internally and externally. This full-time, exempt position requires a flexible schedule with occasional evening and weekend responsibilities, and infrequent travel.

Job Title: Marketing Manager

Supervisor: External Relations Director

Salary: \$50,000, depending on experience

Benefits: Generous benefits—paid health insurance, Simple IRA with match, vacation/ PTO and more

Classification: Full-time exempt

Location: Boise, ID

Start date: ASAP, preferably November 2020

Key Responsibilities:

The Marketing Manager develops and facilitates the implementation of marketing and communications plans to achieve the organization's conservation, visibility and fundraising goals. These plans should raise the profile, reach and effectiveness of ICL with targeted audiences, including conservation advocates, concerned citizens, policy makers and the general public as well as current (and potential) members and donors, foundations and corporations. The Marketing Manager will also lead the diversification of our brand, marketing, and communications portfolio, with a focus on reaching those traditionally marginalized and underrepresented in the conservation community.

Duties/Objectives:

- Develop and implement strategic long and short-term marketing plans for ICL's overall mission and specific campaigns.
- Support ICL's communications, engagement, development and program teams in their effective use of advocacy and communication platforms and tools.
- Utilize data and analytic tools such as Google Analytics, Predictive Response and Salesforce reports to assess effectiveness of advocacy and communications platforms.
- Guide efforts to engage in polling, focus groups and market research to grow awareness and support for ICL with current and incoming supporters, under-represented communities and the general public.
- Serve as the point of contact with graphic design contractors, print and mailhouse to manage the production and publishing of the quarterly newsletter, annual report and other publications as needed.

- Maintain up-to-date best practices surrounding social and other digital media.
- Oversee digital, social, print and radio advertising efforts.
- Maintain ICL's logo and graphic design files, ensure brand consistency consistent with guidelines.

The ideal candidate will have:

- Demonstrated experience in marketing, advertising and/or communications
- Experience with developing and implementing strategic marketing and communications plans
- Strong communication and presentation skills
- Experience with online, social and digital media platforms, including WordPress, Twitter, Facebook, and Instagram, as well as outreach and database programs such as Predictive Response, Phone2Action and/or Salesforce
- Interest, motivation and excitement about working on conservation issues
- Solid computer skills, including MS Excel, web analytics and Google Adwords
- Proficiency with SEO/SEM campaigns
- The ability to work in a fast-paced environment, and juggle multiple projects simultaneously
- An understanding of nonprofit operating practices and requirements
- The ability to adapt to changing circumstances; and work individually and within a team
- Shown they are a creative thinker, goal oriented, and a lifelong learner

Application Process: Send a cover letter, resume and 3 references to ICLjobs@idahoconservation.org with Marketing Manager in the subject line. Applications will be accepted until October 15, 2020

The Idaho Conservation League's programs and employment are open to all. ICL does not discriminate on the basis of age, gender, race, national origin, ethnicity, religion, sexual orientation or ability. Learn more about ICL at www.idahoconservation.org.

ABOUT ICL:

Founded in 1973, the Idaho Conservation League has grown into Idaho's oldest and largest state-based, non-profit natural resource conservation organization. We are a membership organization with members and supporters in every county in Idaho; a Board of Directors with statewide geographic representation; and three offices ---Boise, Ketchum and Sandpoint-- employing 26 staff. ICL's mission is to create a conservation community and pragmatic, enduring solutions that protect and restore the air you breathe, the water you drink, and the land and wildlife you love. Our vision is an Idaho where public lands remain public and are well managed, air is clean, lakes and rivers are healthy, fish and wildlife thrive, and a prosperous, sustainable future exists for all Idahoans. ICL is committed to doing conservation work in an equitable and just way. Clean water, clean air, public lands, and abundant fish and wildlife should be accessible to everyone. ICL is committed to a long-term goal of broadening our work to better serve the diversity of people our work connects to, particularly those populations with traditionally underrepresented voices or marginalized communities.

September 25, 2020