POSITION DESCRIPTION
Marketing Specialist

The Northern Forest Center (the Center), founded in 1997, is an entrepreneurial nonprofit organization with a mission to create bold possibilities that give rise to vibrant Northern Forest communities. We are a regional innovation and investment partner creating rural vibrancy by connecting people and economy to the forested landscape across Maine, New Hampshire, Vermont and New York. Our programs advance innovative strategies in community revitalization, the forest economy and regional strategy. Please see our website, www.northernforest.org, for more information.

The Center seeks a Marketing Specialist to join the team in our Concord, NH office. The Specialist will work as a member of the Center’s program team to support a wide range of strategic marketing and communications priorities in service of the Center and our program partners across the Northern Forest region. We pride ourselves on being a positive, friendly, productive, and flexible place to work.

Title: Marketing Specialist
Reports to: Vice President
Supervises: No supervisory responsibilities
Job Type: Full-time, exempt

Responsibilities
Working closely with program directors and brand partners, the Marketing Specialist develops and implements marketing strategies for programs and collaborative brands such as Feel Good Heat and Bike Borderlands. The Marketing Specialist also works with the Resource Team to manage the Center’s social media and support digital fundraising. Primary responsibilities include:

Develop and Manage Program Marketing and Communications Campaigns (65%)
- Collaborate and develop relationships with internal teams, external stakeholders and contractors to understand and direct the mission delivery embedded in our marketing efforts.
- Work with program directors to develop and implement marketing campaigns and program communications that achieve program goals and deliverables, using digital and traditional channels. Define channel targeting strategy, identify and prioritize audience segments, coordinate contractors. Ensure campaign tracking and analysis, campaign review and refinement for duration.
- With program directors, develop and implement strategies for communicating directly with, about and on behalf of the Center’s program partners, e.g. regular program newsletters, website updates, blogs, photo and video updates, etc.
- Serve as a subject matter expert and provide strategic guidance to Center program partners on marketing efforts developed with Center support and consistent with Center objectives to grow markets for Northern Forest products and services and attract new residents to the region.
- Identify key data points and measurements to assess and improve results and show the impact of our strategy on the program and beneficiaries; prepare reports for funders on marketing outcomes.

Manage Social Media Strategy and Implementation (20%)
- Grow and maintain social media channels for the Center and branded programs (currently 7 channels total), including Facebook, Instagram, and Twitter to reach and engage new audiences.
- Design and schedule posts (Canva and Sendible); write, create and post content to engage new and current followers; monitor and reply to posts; follow important organizations; share and boost posts; promote events.
- Track monthly and campaign analytics; analyze results and adjust strategies for best results. Present quarterly performance reports to program directors and communications director; maintain best practices.
Manage News Digest (10%)
Produce the bi-weekly News Digest. Provide 3,800 subscribers with relevant Northern Forest news related to the Center’s programs. Select articles, promote Center news and programs, and produce e-newsletter for distribution.

Other (5%)
- Manage and produce digital media necessary for communicating about the Center’s program work; assist with the transition to a Digital Asset Management system (digital asset database). Manage incoming photos, videos and graphics; edit videos, create basic graphics, and share products with partners.
- Help to staff program events as needed.
- Other duties as assigned.

Qualifications:
- We seek an individual who is open to learning, motivated to take on new challenges, and comfortable collaborating daily with varied workstyles. The ideal candidate is a collaborative self-starter who seeks efficiencies and continuous improvements. Excellent time-management skills and attention to detail a must, as well as comfort in a fluid, fast-paced team environment.
  - College degree and 3-5 years’ experience required in marketing, including: Experience using multi-channel communications to drive organizational awareness, campaigns and audience acquisition and engagement.
  - Experience using traditional and digital marketing to acquire prospects and achieve sales.
  - Experience with email marketing (Mailchimp preferred).
  - Strong knowledge of social media strategies, tools, tracking and analytics.
- Experience using content management systems for websites; understanding of search engine optimization. Excellent inter-personal and communications skills and an ability to work well with and foster collaboration among a wide range of people.
- Attention to organization, detail and accuracy.
- Strong writing skills, and ability to align content with unique audience needs and objectives.
- Demonstrated ability to quickly tackle, synthesize, and communicate new material and ideas.
- Commitment to continuously upgrading knowledge and skills through available resources including; reading, courses and seminars, etc.
- Proficiency with Microsoft Office 365 (Outlook, Word, Excel) and Google Analytics required. Familiarity with Salesforce, Mailchimp, and Sendible preferred.
- Ability to travel regularly (10-20%) to attend in- and out-of-state events or meetings, which can include overnight stays.

Salary and Benefits:
The Marketing Specialist is a salaried full-time position with a salary range of $45,000-$52,000; starting salary will be commensurate with experience. The Center provides a full benefits package including health insurance and generous vacation time.

The above statements are intended to describe the general nature and level of work expected for this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

To Apply:
Applications will be accepted until the position is filled. Please submit a cover letter and resume detailing your interest and qualifications to resume@northernforest.org with the subject line “Marketing Specialist.” No calls, please.

The Northern Forest Center is committed to the principles of diversity, equity and inclusion and is proud to maintain employment practices based upon individual qualification, merits, and achievements. All decisions to recruit, hire, promote, and release from employment are made without discriminating according to race, color, religion, national origin, gender, sexual orientation, age, marital status, political beliefs or disability.