MARKETING MANAGER

The Northern Forest Center, Inc. (the Center) is a nonprofit organization that creates bold possibilities that give rise to vibrant communities in Northern New Hampshire and across the four-state Northern Forest region. Since 1997, the Center has implemented programs and advanced policies that connect community, economy and environment to accelerate inclusive prosperity across the 30-million-acre Northern Forest of northern Maine, New Hampshire, Vermont and New York. Our work advances both a shared commitment to stewardship of the Northern Forest landscape and an economy that delivers purpose, innovation and widespread opportunity for people.

The Marketing Manager works 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. This position is ideal for a marketing professional looking to use their skills to help shape and tell the story of a New Forest Future that is attracting new working-age residents, growing the positive environmental and economic contributions of forest-based businesses, and supporting vibrant rural communities. We pride ourselves on being a positive, friendly, productive, and flexible place to work.

**Title:** Marketing Manager (Exempt, full-time 40 hours per week)

**Location:** Concord, NH (or South Portland, ME preferred)

**Summary:** The Marketing Manager provides strategic guidance to Center staff and program partners on marketing efforts to grow markets for Northern Forest products and services and attract new residents to the region. Working closely with program directors and sector-based brand partners, the Marketing Manager develops and implements marketing strategies for programs and collaborative brands such as Feel Good Heat and Bike Borderlands. The Marketing Manager also works with the resource team to help shape the Center’s social media strategy and support digital fundraising. The Manager works under the direction of the Center’s Vice President and has part-time support from a shared program assistant.

**Responsibilities**

**Develop and Manage Program Marketing and Communications Campaigns (65%)**

- Develop relationships and collaborate with internal teams and external stakeholders and contractors to understand and direct the mission delivery embedded in the Center’s program marketing efforts.
- Work with program directors to develop and lead implementation of marketing campaigns and program communications that achieve program goals and deliverables, using digital and traditional channels. Identify and prioritize audience segments, define channel targeting strategy, and 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, blogs, photo and video updates, etc. Contribute content and maintain program websites; help maintain Center website. Ensure the inclusion of a diversity of voices and perspectives related to the residents of and visitors 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 audiences and engagement for the Center and branded programs using Facebook, Instagram, Twitter and LinkedIn.
- Create campaigns, write and design posts (using Canva and Adobe Creative Suite apps) to engage new and current followers. Monitor and reply to posts, follow important organizations; share and boost posts; promote events. Work with communications director on content development.
- 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. Work closely with the communications director to 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:
- Minimum 3-5 years’ professional 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, facilitation, 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.
- Basic graphic design ability a plus.
- Demonstrated ability to quickly tackle, synthesize, and communicate new material and ideas.
- Commitment to continuously upgrading knowledge and skills through available resources.
- Proficiency with Microsoft Office 365 (Outlook, Word, Excel) and Google Analytics required. Familiarity with Salesforce, Mailchimp and image editing preferred.
- Ability to travel regularly (10-20%) to attend in- and out-of-state events or meetings when public health circumstances allow, which can include overnight stays.

Salary and Benefits:
The Marketing Manager is a salaried full-time position with a salary range of $52,000-$65,000; 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 Manager.” 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.