MARKETING MANAGER

Updated September 2021

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.

Title: Marketing Manager (Exempt, full-time 40 hours per week)
Location: Concord, NH or South Portland, ME preferred

Summary: The Marketing Manager works as a member of the Center’s program team to lead strategy development and provide oversight or implementation for initiatives that grow markets for Northern Forest products and services, and to attract new residents to the region. This position is ideal for a marketing professional able to work from strategy to implementation on multiple marketing campaigns simultaneously, and to act as point person for marketing with external partners for each initiative. Our programs and brands, such as “Feel Good Heat” and “Bike Borderlands,” are building 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.

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 (80%)

- 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.
- Develop—or manage contractors to develop—marketing strategies that serve Center program objectives; directly implement or oversee implementation, working with program directors and partners to achieve program goals and deliverables, using digital and traditional channels.
- With program directors, develop and implement strategies for communicating directly with, and on behalf of the Center’s program partners, and about programs, e.g., through regular program newsletters, blogs, photo and video updates, etc. Contribute content to and maintain program websites. 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 (15%)

- Assess potential (ROI) for social media to support program marketing goals and awareness of the Northern Forest Center.
- Where social media is determined to be an important strategy, develop social media strategies, identify necessary resources, and manage or oversee implementation, including tracking, analysis and strategy refinement. For active social media campaigns, present quarterly performance reports to program directors and communications director; maintain best practices.

Other (5%)

- Oversee or create digital content to support program marketing initiatives.
• Help to staff program events as needed.
• Other duties as assigned.

Qualifications:
• Demonstrated ability to lead the development of marketing strategies and oversee their implementation.
• Excellent interpersonal, facilitation, and communications skills and an ability to work well with and foster collaboration among a wide range of people.
• Technical familiarity (at minimum) or expertise (preferred) with:
  o Using multi-channel communications to drive awareness, campaigns and audience acquisition and engagement.
  o Using traditional and digital marketing to acquire prospects and achieve sales.
  o Email marketing (Mailchimp preferred).
  o Social media strategies, tools, tracking and analytics.
  o Content management systems for websites; understanding of search engine optimization.
• Attention to organization, detail and accuracy.
• Strong writing skills, and ability to align content with unique audience needs and objectives.
• Basic graphic design and/or video editing 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.