



## **POSITION: MANAGER OF CORPORATE PARTNERSHIPS & DIGITAL STRATEGY**

### **POSITION DESCRIPTION:**

The Manager of Corporate Partnerships & Digital Strategy will play a pivotal role in expanding the Zion Forever Project's Philanthropic mission. This position works closely with the Assistant Director of Development and provides leadership and capacity in key strategy areas, including expanding the Corporate Partnership program in Gateway communities, building ZFP's digital brand awareness in social and other platforms, and developing and implementing online fundraising initiatives. This position reports to the Assistant Director of Development.

### **PRIMARY RESPONSIBILITIES:**

#### **OUTREACH & ENGAGEMENT-60%**

- Cultivate existing and target new Corporate Partnership relationships in Gateway Communities (Springdale, Kanab, Cedar City).
- Develop and implement orientation and ongoing "Z Ambassador" training for ZFP Park Store Ambassadors, as well as ZFP lodging and other partners.
- Create and implement Zion Ambassadors Certification and Training for educational partners.
- Build upon and expand Corporate Partner toolkit (digital, print collateral, Z signature product).
- Develop Corporate Partner program content to drive Strategic Plan and Mission at Work.
- Develop and distribute Corporate Partners content and messaging (in-room messaging, lobby messaging), integrated to overall Get Zion Ready campaign for both digital and traditional distribution.
- With Assistant Director of Development, develop best practices for in-park information capture and oversee in-park giving initiatives.

#### **DIGITAL STRATEGY-40%**

- Lead ZFP's online fundraising initiatives including crowdfunding. Determine top-line initiatives in collaboration with Director of Zion Forever Project and Assistant Director of Development.
- Lead all aspects of the Zion Forever Project's presence in the digital industry, including the development of social media strategy and online partnership networks. Develop meaningful and impactful content in partnership with Philanthropy team.
- Build relationships with ZFP partners to develop co-messaging opportunities, with the target of increasing ZFP brand awareness and email capture.
- Leverage opportunities to expand and deepen the meaning of Philanthropy events, news, and updates in the online space.
- Build the digital brand of the Zion Forever Project and direct advertising across multi-media platforms.

**MINIMUM REQUIREMENTS**

- Strong commitment to Zion Forever Project values and mission.
- Bachelor's degree in relevant field required; advance degree preferred.
- A minimum of 3-5 years progressive experience in marketing field; nonprofit and fundraising campaign experience highly desirable.
- Or any combination of education and experience equivalent to the above minimum qualifications.

**TOTAL COMPENSATION**

This is a full-time, non-exempt, benefit-eligible position located in southern Utah, with approximately 80% travel to Zion National Park. Salary is commensurate with experience. ZFP provides a comprehensive benefits package. Following a 90-day introductory period, you will be eligible for a broad array of benefits including vacation and holiday pay, sick leave, employer-supplemented health benefit package including medical, dental, vision and health savings account (HSA) plan, long-term disability and life insurance, a 401(a) retirement plan, and discounts in our park stores.

**TO APPLY**

Well-qualified applicants should send a resume and compelling letter of introduction describing your suitability for the position to [znpforever@zionpark.org](mailto:znpforever@zionpark.org).

Zion Forever Project is an Equal Opportunity Employer.