



POSITION: MARKETING & COMMUNICATIONS MANAGER

POSITION DESCRIPTION:

The Marketing & Communications Manager requires a dynamic leader to advance the Zion Forever Project's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its financial and educational impact on Zion National Park, Cedar Breaks and Pipe Spring National Monuments.

Reporting to the Director of the Zion Forever Project, the Marketing and Communications Manager is an integral member of the Philanthropy Team, working on a variety of strategic initiatives to ensure clear communication of the organization's mission, vision, and values.

PRIMARY RESPONSIBILITIES:

BRAND MANAGEMENT—65%

- Ensure articulation of ZFP's desired image and position through consistent communication of ZFP's brand to all constituencies, both internal and external.
- Oversee the development of compelling messaging and content for all communication channels.
- Serve as the executive editor for all external communications, including the website, working collaboratively and supportively with staff and external agencies to produce high quality, professional communication materials.
- Develop and implement Public Relations activities designed to enhance the organization's brand and visibility.

OUTREACH AND ENGAGEMENT—20%

- Develop, implement, and measure the success of an integrated strategic marketing and communications plan to ensure that programs, priorities, and goals are communicated effectively.
- Partner with leadership to develop relationships with ZFP partners that enhance awareness of ZFP's programs and increase donor support.
- Develop outreach strategies and create relevant, donor-centric fundraising messaging for the organization.
- Act as ZFP's liaison with the media. Prepare briefing statements and talking points for the ED and Director of ZFP (and others when needed) for all media and speaking engagements.

STRATEGY—15%

- Monitor trends in marketing, communications, public relations, and nonprofit branding to establish creative strategies to best communicate to a variety of audiences.
- Develop and coordinate a means to seek regular input from ZFP's key constituencies and recommend communication strategies based on data acquired.

- Identify, implement opportunities for ZFP to leverage cross-program strengths in fundraising, retail, publishing, field experiences/education to increase awareness and take advantage of new opportunities.
- Develop and monitor the Marketing and Communications department budget in alignment with ZFP's strategic plan.
- Oversee the performance of contract personnel engaged in design and development of creative content, such as photographers, graphic designers, writers, web designers, printers and more.

DESIRED QUALIFICATIONS, SKILLS AND CHARACTERISTICS

- Experience managing a comprehensive marketing program including digital and print communications, public/media relations, and brand management to advance an organization's mission and goals.
- Strategic thinker who understands the power of brand and how to use it to increase mission focus.
- Change agent with experience implementing mission-related marketing.
- Ability to create effective relationships, influence, and collaborate internally and externally at all organizational levels.
- Success in achieving high performance goals and managing deadlines for multiple projects.
- Exemplary written and verbal communication skills with the ability to adapt to multiple audiences and communicate complex ideas in a clear, creative, and professional manner.
- Well-developed project management skills with ability to set clear priorities and delegate effectively for shared accountability.
- Style that is collegial, team-oriented and flexible, with a sense of humor, focused energy and a creative, proactive approach.

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 the marketing/communications 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 70% 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.

Zion Forever Project is an Equal Opportunity Employer.