



YOSEMITE
CONSERVANCY

Marketing Associate - Digital

Reports to: Digital Marketing Manager

Location: El Portal / Yosemite National Park

The Marketing Associate plays a central role in the Yosemite Conservancy's social media management and in-park marketing efforts. This position supports the Conservancy's overall digital strategy and email marketing, helps develop and distribute content across our platforms, and helps support and promote in-park programs. This role works closely with colleagues on the marketing team and other departments, as well as with outside consultants and contractors.

The Conservancy marketing team thrives on collaboration. Each role takes the lead on specific projects but is designed to be flexible. Specific responsibilities might shift year to year (or even month to month), depending on each person's capacity and the organization's needs. We work together to create and share informative, inspiring content that keeps our community excited about the Conservancy and engages potential new supporters.

Who We Are

We're passionate about Yosemite — and about helping all people connect with, learn about, and take care of the park. As a member of the Conservancy team, you'll be making a difference for Yosemite every day. We work together to provide enriching visitor programs and services, and to support projects that protect wildlife, restore trails and habitat, advance scientific research, inspire visitors, and much more.

What You'll Do

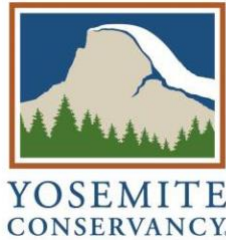
The Marketing Associate reports to the Digital Marketing Manager and is responsible for the following:

Leads:

- **Social media:** Oversees the ideation, creation, coordination, and distribution of content across Conservancy channels, including Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok. Works closely with park-based staff to capture engaging content that appeals to Yosemite visitors and enthusiasts, nature lovers, current and potential clients, and current and potential donors. Works closely with marketing team members to establish an integrated and cohesive organizational social media strategy with a focus on growth and engagement.
- **Program marketing:** Works closely with in-park programs to promote Retail, Art, and Outdoor Adventure offerings within the park, gateway communities, and online.
- **Administration:** Supports marketing team as a whole, including department scheduling and event coordination, credit card reports, project coordination, and other general administrative duties.

Supports:

- **Content creation and copywriting:** Draft blogs, magazine articles, fact sheets, talking points, and other content to be used in Conservancy marketing and communications efforts.



- **Email communications:** Assists in drafting and editing external marketing emails, including monthly newsletters and targeted emails focused on promoting programs or sharing park and Conservancy news.
- **Asset management:** Assist in the management of our digital photo and video assets in Webdam.

Who You Are / Keys to Success (the must-haves)

To be successful in this job, you will excel in these areas:

Hard skills:

- Demonstrated experience managing multiple social media channels, recommending tactics for growth, and monthly reporting on analytics.
- Comfort with tools such as Sprout Social, WordPress, Google Analytics, Twitter ads and analytics, etc.
- Proficiency in basic photo and video editing.
- Excellent computer skills including MS Office Suite, Adobe Creative Suite, Canva, WordPress, etc.
- Basic project management skills.

Soft skills:

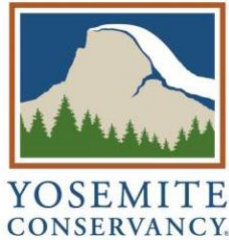
- Committed to continual learning and teaching, to the Conservancy mission, and to advancing a culture of inclusion in the organization and in Yosemite.
- Excellent communication and relationship skills with a variety of internal and external stakeholders.
- Collaborative, creative, and flexible.
- Highly independent, self-starter who displays initiative in taking on new projects as requested.
- Creative thinker and open-minded problem solver with a calm and flexible demeanor.
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines.

The following are plusses, but not requirements:

- 2-5 years of professional experience in communications, marketing, or digital engagement. Nonprofit sector or in a cause-oriented field preferred, but not required.
- Bachelor's degree in marketing, communications, journalism, public relations or related area preferred, but not required.
- Experience with digital media and/or digital marketing.

Working Conditions

- Primarily desk-/computer-based, with regular meetings (in person, or via video or phone).
- Meetings, photo/video shoots, and general relationship-building with park-based staff, colleagues, and partners may involve weekend and evening hours and travel on uneven ground. Occasional travel to the San Francisco office may be required a couple times per year.
- Potential to lift, carry or otherwise move objects weighing up to 30 pounds.



What Else You Should Know

We value diversity among our staff just as we value it among park visitors. As such, Yosemite Conservancy is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team. We especially encourage people of color, LGBQ people, transgender and gender non-conforming people, and people with disabilities to apply.

The position is full-time and based in the Yosemite region. Work will be based in El Portal and/or areas within Yosemite National Park most days. Working from home is flexible on days that in-park work is not required. Housing is NOT available.

We plan to resume travel to occasionally co-work when it is safe to do so. As such, the role may require travel a couple times per year.

The salary for this position ranges from \$40,000 to \$50,000, with exact salary depending on experience.

We also offer excellent benefits, including:

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- vision and dental insurance
- basic life insurance
- vacation and sick leave
- retirement program (following one year of employment)
- annual National Parks pass
- stipends to visit Yosemite National Park twice a year
- and more

How to Apply

Please send a cover letter and resume in a single PDF file to jobs@yosemite.org with the subject line “your name – Digital Marketing Associate.” Applications are due December 1, 2021.