



YOSEMITE
CONSERVANCY

Marketing Coordinator

Position type: Regular full time

Reports to: Chief Marketing & Communications Officer

Location: Flexible/Remote

The Marketing Coordinator plays a central role in the Yosemite Conservancy's marketing and communications efforts, overseeing the Conservancy's website updates, photo and video assets, monthly reporting from the marketing team, and content related to our grant projects. This role also supports project management, coordinating the flow of projects with internal and external teams, stakeholders, and vendors. This position 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 Coordinator reports to the Chief Marketing & Communications Officer and is responsible for the following:

Leads:

- **Website updates:** Collaborates with the Sr. Communications Manager and Digital Marketing Manager to coordinate and implement annual and interim content updates across yosemite.org. Helps track and report on website analytics.
- **Project management:** Oversees project management for the team using project management programs and administrative skills to document and manage tasks and timelines for the marketing team's programmatic work, coordinating progress across the team and collaborators, and proactively communicating to ensure projects meet deadlines.
- **Asset management:** Leads the collection, organization, filing, and tagging of our digital photo and video assets in our digital asset management system.
- **Tracking and reporting:** Builds and updates a marketing team dashboard of vital analytics from our social media, website, emails, etc. and creates monthly reports to share internally and with Conservancy Board, Council, and Committee members.



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.
- **Administration:** Supports marketing team as a whole, including department scheduling and event coordination, credit card reports, project coordination, and other general administrative duties.

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

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

Hard skills:

- Demonstrated project management experience using tools like Notion, Asana, or Trello.
- Experience making website updates in WordPress.
- Basic photo and video editing skills.
- Comfort with tools such as Google Analytics, Sprout Social, Twitter analytics, etc.
- Excellent computer skills including MS Office Suite, Adobe Creative Suite, Canva, etc.

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. Able to communicate clearly and effectively with a variety of internal and external stakeholders.
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines.
- Detail-oriented and solutions-orientated, while also being collaborative, creative, and flexible.
- Self-starter who displays initiative in taking on new projects as requested.

The following are plusses, but not requirements:

- 3-5 years of professional experience in communications, marketing, or digital engagement, with some experience in nonprofit sector or in a cause-oriented field.
- Bachelor's degree in marketing, communications, journalism, public relations, or related area.
- Experience with digital media, social media, and/or digital marketing.

Working Conditions

- Primarily desk-/computer-based, with regular meetings (in person, or via video or phone).
- Occasional travel to Yosemite (and/or San Francisco, if based remotely) for meetings, photo/video shoots, and general relationship-building with the park and with colleagues, which could involve weekend and evening hours and travel on uneven ground.
- 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, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply.

The position is full-time and can be based remotely, anywhere in the United States, with core work hours on Pacific Time. We plan to resume travel to occasionally co-work and meet with park-based staff when it is safe to do so. As such, the role requires travel a couple times per year.

The salary for this position ranges from \$50,000 to \$60,000, 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 – Marketing Coordinator” by Jan. 22, 2022. All applications will be reviewed when the application period closes.