



Marketing Coordinator (Part-time)

The Marketing Coordinator will provide administrative support to the Director of Marketing and Communications, including scheduling meetings, managing marketing plans, coordinating social media calendars, and distributing website inquiries.

FLSA STATUS: Overtime Non-Exempt

Department: Communications

EMPLOYMENT TYPE: Seasonal Part-time

Reports to: Director of Marketing and Communications

ESSENTIAL DUTIES & RESPONSIBILITIES

- Provide administrative support to the Director of Marketing and Communications, including scheduling meetings, notetaking, managing annual marketing plans, coordinating social media calendars, and distributing website inquiries.
- Utilize strong organizational skills to prioritize marketing and communications initiatives within SPC and drive strategies forward.
- Assist in distributing marketing materials throughout the parks and local community, which may include event tabling and networking opportunities.
- Maintain the social media calendars, monitor social channels, and escalate comments/opportunities as they arise to ensure timely response and engagement.
- Collaborate with the Director of Marketing and Communications in planning and coordinating the Dark Sky Festival event, including sponsorship management.
- Draft, proofread, and edit press releases, newsletters, reports, social captions, web pages, and other marketing materials as needed.

REQUIREMENTS

- A degree in marketing, communications, or a related field is preferred. Relevant experience will be considered in lieu of a degree.
- Strong written and verbal communication skills, a compelling writing style, voice, and tone that aligns with SPC brand standards, and a keen eye for detail and accuracy.
- Proficiency in social media platforms and basic marketing concepts. Knowledge of industry trends and best practices in both communications and marketing.
- Familiarity with design programs (e.g., Canva, Adobe Creative Suite) is a plus.
- Excellent organizational and project management skills and the ability to prioritize tasks effectively.
- Proficiency in Google Suite applications (Gmail, Drive, Docs, Sheets, Slides, Calendar, etc.), including advanced skills in organization, collaboration, and productivity features.
- Previous experience in marketing or communications roles is advantageous.
- Familiarity with WordPress content management system (CMS), including a basic understanding of website administration, content publishing, and management features, is a plus.
- Ability to work collaboratively in a team environment and independently when necessary.

OTHER DUTIES

Other duties may be necessary or assigned in accordance with the growing needs of the organization

SUPERVISORY RESPONSIBILITIES

The Finance Director supervises the accounting assistants, janitorial staff, and safety coordinator, with other staff assigned as necessary

PHYSICAL DEMANDS

The position requires sitting for several hours a day working on a computer, frequent bending and filing, and occasional lifting of full file boxes.

WORK ENVIRONMENT

The position is a primarily remote position and requires several hours of being at a desk and using a computer, including a keyboard and mouse, for tasks such as writing, editing, and meetings. May occasionally require standing, walking, or lifting (up to 40 pounds) marketing materials for distribution, event setup, or attendance.

The work environment includes working and driving in the early morning, daytime, evening, and nighttime conditions. Working in the parks exposes employees to unpredictable and potentially dangerous situations. Examples are rock fall, radon exposure in Crystal Cave, lightning, working at night, wildlife encounters (bees/wasps, snakes, black bears, etc.), or driving at night.

TOOLS/EQUIPMENT USED

Computerized cash register with POS system, hand truck, ten key calculators, NPS phone system, computer and tablets with Microsoft, Accounting and Database software, and Google products. Employee may also drive a company vehicle (if authorized). Employees may be required to drive personal vehicles for official business

GUIDELINES FOLLOWED

Conservancy Employee Handbook, Conservancy Safety Program, and other handbooks, policies, and manuals as instructed.

EQUAL OPPORTUNITY EMPLOYER

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