

Squam Lakes Natural Science Center

Job Description

Employment Title: Marketing and Communications Director

Supervisor Title: Executive Director

Employment Classification: Exempt

Employment Type: Full-time, year-round

Average Hours Worked: 40 Weekly, 80 Bi-weekly, 2,080 Annually

Compensation: \$55,000 Annual Salary

Paid Time Off: Twelve holidays, ten vacation days¹, seven sick days, and two personal days

Employer-sponsored Benefits: Health, dental, vision, life, disability, flexible spending, and 403(b)

Supplemental Benefits: An 8-person SLNSC membership, retail, program, cruise discounts, training, and professional development support. A complete summary of benefits can be provided upon request.

Position Summary

Squam Lakes Natural Science Center (SLNSC) seeks a creative, results-oriented, motivated leader to oversee the strategy, implementation, and overall management of the SLNSC marketing, communications, and public relations program. Reporting to the Executive Director, this essential role is responsible for building awareness and support of SLNSC's mission, driving community support, increasing membership, and assisting with development objectives. The Marketing and Communications Director will provide leadership, strategic vision, and direction to a small team while also being a key hands-on contributor. The role requires working closely with the leadership team, the Board of Trustees, and several staff. This role provides an opportunity to work creatively and innovatively within a mission-driven, family-oriented workplace culture that believes a healthy work-life balance brings out the best in our staff. The successful candidate will possess a proven track record of success, bringing their expertise in multi-channel platforms and promoting diverse content.

Role Responsibilities

- Oversee the planning, development, and implementation of all marketing and communications, including social media, print and digital content, website, email marketing, public relations, newsletters, collateral, and advertising.
- Measuring, tracking, and analyzing marketing results to inform effective decision-making.
- Ensuring that brand identity, messaging, and marketing and communications strategy are infused in all organizational efforts.
- Overseeing the daily activities of the Marketing Department, including budgeting, planning, and staff development.
- Managing a small staff, setting performance goals, and conducting annual performance reviews.
- Promoting a culture of entrepreneurship and high performance with continuous improvement.
- Providing staff with a supportive and collaborative environment.
- Developing and overseeing all media relations, including acting as organization liaison.
- Serving as the organization's lead writer and editor for all internal and external communications.
- Perform advanced graphic design using Adobe Creative Suite; adhere to brand standards for all design; create print advertisements for publication; create all printed collateral ready for the press; and exhibit graphics and layout as needed
- Oversee the layout and design for the Tracks & Trails newsletter; serve as editor, proofreader, and content developer, preparing final files for printing.
- Regular collection and reporting of marketing efforts used to guide planning
- Visitor demographic surveying

¹ Vacation time is based on years of employment and increases incrementally.

- Management of SEM efforts on Google Ads
- Maintain and update the SLNSC website using Adobe Dreamweaver.
- Experience with coding and SEO.
- Write and distribute press releases.
- Email marketing for various audience categories, including content creation, messaging, and distribution.
- Photography and videography, including editing.
- Manage offsite brochure distribution.
- Act as primary media relations contact.
- Assist with special events, especially for promotional purposes
- Act as liaison with chambers of commerce and tourist organizations, especially for press and familiarization tours.
- Explore and develop new marketing tools and opportunities
- Work closely with all departments to further their marketing needs, particularly Development, Education, and Operations.
- Support operations and facilities by overseeing onsite special events and facility rentals.

Education and Skills

- A Bachelor's degree in marketing, communications, journalism, or public relations is required
- A minimum of 5 years of documented experience in managing marketing and communications to advance an organization's mission and goals, including experience in non-profit organizations
- Demonstrated skills, knowledge, and experience in the design and execution of marketing and communications activities.

Specialized Qualifications Needed

- Exceptional writing, editing, and story-telling skills.
- High competence in Google analytics and other performance measurements.
- Experience with and knowledge of Adobe Creative Suite, especially InDesign, Photoshop, Dreamweaver, and Illustrator.
- Excellent collaboration skills; capable of working effectively with various stakeholders.
- Experience overseeing the design and production of email and print materials and publications, website management, digital/social media content creation and management, and public relations.
- Strong budgeting/cost-management skills and the ability to maximize impact on a limited budget.
- Strong listening skills combined with practical, articulate, and persuasive public speaking.
- Experience in building, mentoring, and coaching marketing and communications specialists.
- Excellent judgment and creative problem-solving skills, with negotiation and conflict resolution.
- Experience working with media outlets and handling crisis communications.
- An ability to work independently and responsibly while simultaneously managing multiple projects
- A valid driver's license with reliable transportation.
- Enthusiasm for this position and SLNSC's mission.

Physical Requirements

- Ability to read, write, and communicate verbally on the phone, in person, and online.
- Sitting or standing: Remaining seated or standing for long periods of time
- Walking: Moving around the office to access files, printers, etc.
- Stooping, kneeling, crouching, or crawling: Positioning oneself to maintain files in cabinets
- Using hands and fingers: Handling or feeling objects, keyboard, phone, and printer controls
- Operating a computer: Constantly using a computer and other office equipment
- Lifting or carrying: May need to lift up to 15-20 pounds of files or marketing materials

- Pushing, pulling, or reaching: Moving objects, or pushing them away, reaching overhead

Application Process:

- To be considered for this role, qualified candidates must email Bonnie Baker, HR/Finance Manager, a resume and a cover letter of interest at bonnie.baker@nhnature.org.
- All applicants must submit a cover letter and professional resume to be considered.
- Candidate submissions without a cover letter will be asked to provide a cover letter before being removed for consideration.
- A completed SLNSC employment application will be required before the interview and provided to candidates selected for interviews.
- Applicants will receive an acknowledgment email within two days of submitting their credentials.
- Candidates will be selected for interviews within five to ten business days, and the interview process consists of a series of interviews with our hiring committee.
- Telephone inquiries are not permitted due to the high volume of applicants.

Job Description disclosure:

The above job description is not all-inclusive. This role may be required to perform other reasonably related duties assigned by the supervising manager or director. Squam Lakes Natural Science Center reserves the right to update, revise, or change the job description whenever business needs deem necessary. Squam Lakes Natural Science Center is a not-for-profit 501(c)(3) organization and an Equal Opportunity Employer (EEO). New Hampshire is an employment-at-will state. This means that either party may terminate the employment relationship at any time, with or without cause or notice. All applications, resumes, and materials submitted become the property of SLNSC. Only candidates of interest will be contacted for an interview. Due to the volume of resumes and applications, please do not make phone call inquiries.

Equal Opportunity Employer (EEO) statement:

All qualified applicants receive consideration for employment regardless of age, race, religion, gender, sexual preference, gender identity, national origin, protected veteran status, disability (physical or psychological), or any other protected classification under federal and state law. Our policy requires a completed employment application, reference, and background checks to be conducted on new employees before their first day. We provide a welcoming, smoke-free, tobacco-free, firearm-free, alcohol-free, drug-free, harassment-free workplace environment. *Alcohol may be served at private functions on-site to individuals of legal drinking age with valid identification.*

