

# MARKETING COMMUNICATIONS COORDINATOR

## Announcement

Outstanding career opportunity with leading community-based natural resource conservation organization serving the North American West for mid-level communications and marketing position. The ideal candidate will have a bachelor's degree in a relevant field, 2-4 years' experience, and a current updated portfolio. Excellent knowledge of Adobe CS/Premier, Social Media, Microsoft Office, video and photo editing, and web based tools. We are seeking a team-player with a passion for our work or the desire to learn about and develop a passion for the work of the Sonoran Institute. If you are ready to help make the West great again then keep reading and prepare yourself for an opportunity like no other.

## Who we are

The Sonoran Institute's mission is to connect people and communities with the natural resources that nourish and sustain them. We work at the nexus of commerce, community, and conservation to help people in the North American West build the communities they want to live in while preserving the values which brought them here. We envision a West where civil dialogue and collaboration are hallmarks of decision making, where people and wildlife live in harmony, and where clean water, air, and energy are assured.

The Sonoran Institute has a track record of helping communities plan and adapt to change. Across the North American West, population growth, shifts in the region's economies, and the impacts of a changing climate are affecting communities and the natural resources that nourish and sustain them. Effective strategies to increase climate resilience, manage growth, and ensure economic prosperity requires sound information, problem-solving tools, collaboration across boundaries and sectors, and improved laws and policies at all levels of government.

## General Overview

The Marketing Communications Coordinator is responsible for creating and delivering marketing communications concepts, activities, and collateral as well as assisting the Senior Director, Marketing & Development in implementing the Institute's marketing communications plan. Conceives and creates marketing materials, manages projects, and ensures Sonoran Institute messages are consistent and brand compliant. The position also provides administrative support, assists with marketing operations, and works independently on special projects according to agreed timelines and special requests. The position also works closely with the Development Manager and the Development Coordinator on fundraising and development initiatives and serves as a member of the Marketing & Development team. A collaborative work style, ability to sustain progress on many assignments simultaneously, a positive outlook and willingness to be flexible are essential performance metrics.

## Key Responsibilities

- Ensure that messages are supportive of and consistent with marketing & brand strategies.
- Create and deliver materials including: brochures, fact sheets, videos, e-newsletters, press releases, and media relations.
- Develop and pitch fresh story and campaign ideas, transform into marketing communications campaigns.
- Create and deliver case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Create & edit digital and multi-media pieces, including video, photo, and web content.
- Supervise social media channels and outreach; deliver content via Instagram, Twitter, Facebook, YouTube, email, or direct mail.
- Coordinate and deliver email and direct mail campaigns.
- Manage organization's WordPress site and related channels

## Education & Experience

- Bachelor's degree in a relevant field, including but not limited to business, marketing, environmental sciences, communications, and advertising. Those with Liberal Arts or Science degrees will be considered but only with demonstrated experience managing marketing projects at the desired range (3-5 years).
- Must have 2-4 years' experience performing essential duties and functions of this job. A portfolio will be required.
- A commitment to natural resource conservation and the Mission of the Sonoran Institute.

## Required

- Excellent project management and organizational skills
- Marketing Communications experience in copywriting, graphic design (Adobe CS), or PR
- Excellent written and verbal communication skills
- Ability to prioritize and balance multiple projects simultaneously
- Experience with web-based tools and collaboration
- Video & photo editing experience (Adobe CS / Adobe Premier or similar)

- Experience managing WordPress site
- Excellent knowledge of Microsoft office
- Current valid driver's license and US passport
- Potential travel in the US and Mexico

### Desired

- 3-5 years' experience in marketing or related function at agency or internal marcom department
- Experience creating digital media pieces (e.g., video, infographic, multimedia)
- Experience working in the western United States
- Experience working in a non-profit organization
- Proficiency in Spanish language

### What Sonoran Institute Offers Employees

We offer our employees a comprehensive benefits program that includes: employee only medical 100% paid, dental base plan 100% paid, employer paid life and LTD, flexible spending account, retirement plan with employer match, paid holidays, paid time off (20 days first year), and also voluntary vision, STD, and life insurance.

This position will be located at Sonoran Institute's downtown Tucson office.

### How to Apply

Please submit cover letter and resume to [careers@sonoraninstitute.org](mailto:careers@sonoraninstitute.org). Application deadline is April 30, 2017.

### Portfolio requirements:

Your portfolio should consist of marketing materials you have created.

Required item:

- One web based item (a link is acceptable)

Optional item(s):

- One press/media release
- One video link

Your portfolio should be no more than five to six pages, including a one page executive summary document. Each piece summarized must not exceed 80 words, and must include your role in the piece and outcomes.