

## Marketing Manager

Full time, Non-Exempt

### POSITION SUMMARY

The Marketing Manager is responsible for presenting a consistent, high-quality representation of the Wylde Center brand to the public. They ensure that the community is aware of the organization and kept up to date on our initiatives. Reporting to the Executive Director, this position collaborates with every department within the organization to support the promotion of their work.

### KEY RESPONSIBILITIES

- Develop a foundational understanding of the work that we do, the communities we serve, and the donors/volunteers who support our organization
- Work with the Executive Director to develop and implement a strategic marketing plan
- Ensure that all communications materials are in line with organizational branding standards
- Draw on information from department directors to create informative and interesting e-newsletters
- Maintain organization website and make updates as needed
- Develop and follow a social media posting schedule; create interesting images to accompany posts
- Create physical marketing materials/signage
- Gather and assess data on the reach and impact of all marketing/promotional channels
- Analyze and react to the marketing strategy of similar organizations to ensure Wylde Center stands out among the crowd
- Attend Wylde Center programming and events to capture compelling photos

### QUALIFICATIONS

- At least 3 years experience working in a non-profit marketing/communications role
- Organized and able to maintain systems and records
- Comfortable with technology and interested in seeking technological solutions
- Resourceful and able to solve problems efficiently
- Demonstrated ability to meet deadlines and respond quickly while attending to details
- Able to work effectively with a small team and skilled in relationship and consensus-building

- Experience working with Wordpress, Canva, and Google Suite
- Strong writing and storytelling skills

## **ADDITIONAL JOB INFORMATION**

*Compensation:* \$22-23/hour. This is a full-time, non-exempt, hourly position.

*Benefits:* Healthcare Reimbursement Account (currently \$250/month), 403(b) retirement account, paid time off (15 days per year), paid holidays (16 public holidays), and free/discounted seedlings. Wylde Center maintains a friendly, flexible, and casual work environment.

*Schedule:* 40 hours per week, Monday-Friday with occasional weekend work

*Work Location:* Wylde Center Administrative Offices, 500 S Columbia Drive, Decatur, GA 30030, with occasional travel to all other Wylde Center locations. Some flexibility for hybrid work is available.

*Job Description Post Date:* May 8, 2024

*Application Information:* If you are interested in applying for this position, please [complete this application](#). Address cover letters to Dr. Jennifer Gerndt. Applications will be accepted until a candidate is identified and selected for the position. Qualified candidates will be contacted directly – no phone calls please.

## **WHO WE ARE**

The mission of Wylde Center is to connect people to nature.

Wylde Center accomplishes this through educational programs, events and greenspaces that actively engage youth, families and individuals in their environment, health and community, and that develop skills in environmental science, sustainable urban living, organic gardening, health, and nutrition.

The organization strives to provide an environment that cultivates a spirit of service, respect for diversity, global citizenship and character. Our commitment to a diverse, equitable and inclusive culture is reflected in a community in which differences are embraced, and staff, volunteers, and community partners have a sense of belonging.

At Wylde Center, we hire culturally competent and responsive candidates who believe in the critical importance of diversity, equity and inclusion in the success of an organization and can effectively incorporate those principles in their professional roles. Wylde Center actively seeks candidates from historically underrepresented populations.