



POSITION ANNOUNCEMENT: MARKETING MANAGER

GCC is the official philanthropic and collaborative partner of Grand Canyon National Park. Grand Canyon Conservancy's mission is to inspire generations of park champions to cherish and support the natural and cultural wonder of the Grand Canyon. GCC raises private funds, operates retail shops within the park, and provides premier educational programs about the natural and cultural history of the region. Our donors fund projects including trails and historic building preservation, educational programs for the public, and the protection of wildlife and their natural habitat.

Grand Canyon Conservancy is currently seeking a Marketing Manager. The Marketing Manager position will work in tandem with the Director of Marketing and Communications to implement Grand Canyon Conservancy's (GCC's) marketing and communication strategy with a strong emphasis on digital marketing. This includes planning, messaging, content development, project management, reporting, and analysis for all internal and external communications. The successful candidate will have experience in copywriting, print and offline marketing, and digital marketing (SEO, PPC, Google AdWords, content creation, content curation, website optimization, and social media). This position reports to the Director of Marketing and Communications and manages the Marketing Coordinator while working collaboratively with all GCC departments and National Park Service staff.

PRIMARY RESPONSIBILITIES

Duties vary with the workload and could include, but are not limited to, the tasks listed below:

- Work with the Director of Marketing and Communications to implement an integrated strategic marketing plan to advance GCC's brand identity, cultivate a philanthropic constituent base, promote GCC's products and services, and engage audiences in-person and digitally.
- Develop content for, project management of, and dissemination of written and electronic communications including, but not limited to emails, social media channels, in-store flyers and collateral, product collections and descriptions for e-commerce, web pages, and park resources like sandwich boards, NPS website updates, and partner social media posts.
- Manage the organization's email communication strategy; develop content for emails, e-newsletters, e-vites, philanthropy appeals, etc., and report monthly on email metrics.
- Report quarterly on social media and website metrics.
- Manage the organization's social media accounts and work with the Marketing Coordinator on daily posts and content; run integrated social media marketing to acquire new leads and increase conversions.
- Manage the organization's Google accounts, including Google Business and AdWords; work with an outside agency to manage Google Grant.
- Develop digital content (videos and presentations) for the organization.
- Develop content for GCC website that aligns with best practices to leverage website optimization (SEO) to attract new and unique visitors; handle website updates and changes, including maintaining existing pages, building new pages, and working with outside developers to troubleshoot any technical issues that arise.
- Update the master content calendar regularly in Microsoft Teams.
- Manage outside marketing-related partnerships and coordinate with Finance and Philanthropy regarding monetary donations.

- Work closely with the retail department to leverage the organization’s e-commerce account promoting products to generate more online sales and conversions.
- Assist with implementing GCC events and programs, developing content and outreach for programming.
- Develop and implement ideas and opportunities for awareness throughout Grand Canyon National Park, working closely with the park’s Digital Media team.
- Work with contract personnel engaged in designing or developing creative content, such as photographers, graphic designers, authors, editors, artists, digital media developers, printers, and others, in achieving project goals and outcomes.
- Lead supporting marketing staff and create a supportive environment for them to grow and thrive with the organization.
- Maintain branding, style, and messaging standards across all communications channels.
- Implement various reporting and tracking systems to manage the efficacy and response rates of social media and website initiatives, using metrics to improve results over time.
- Other work as necessary, including acting as marketing team representative at events and programs

MINIMUM QUALIFICATIONS

- Bachelor’s degree or equivalent experience in marketing, journalism, communications, new media, or related field
- Previous professional experience (at least five years) in marketing, digital marketing, and communications
- Advanced writing skills with the ability to create, edit and proofread content accurately with attention to the audience and knowledge of AP and Chicago Styles.
- Analytical, strategic, and strong project management skills
- Proficiency with MS Office Suite. Working knowledge of graphic design and video software (experience and familiarity with Adobe Creative Suite, iMovie, Canva, and Creator Studio a plus). Proficiency with email marketing software.

PREFERRED QUALIFICATIONS, SKILLS, AND CHARACTERISTICS

- Commitment to the mission, values, goals, and success of Grand Canyon Conservancy; knowledge of and interest in Grand Canyon National Park
- Nonprofit marketing experience.
- Understanding inclusive language and developing content through a social equity lens
- Ability to take knowledge and transform it into exciting and useful messages and to disseminate final products to appropriate multi-stakeholder audiences
- Demonstrated ability to execute in a highly collaborative environment
- Ability to quantify and present outcomes of marketing programs
- A skilled project manager who can juggle multiple projects simultaneously from start to finish
- Experience with Microsoft Teams/Sharepoint and Shopify
- Willingness to work a flexible schedule, including periodic evenings or weekend travel.

GCC CORE VALUES

GCC has identified four core values that represent how we interact with our employees, partners, visitors, supporters, and followers. Our values include:

- **Integrity:** We are honest, respectful, inclusive, caring, and accountable for our actions. We operate at a high level of excellence, utilizing our resources to their best and fullest potential.
- **Education:** We are a dynamic learning organization uniquely positioned to cultivate the “awe” of the Grand Canyon.
- **Service:** We embrace our role as a valued partner of the National Park Service at Grand Canyon National

Park and will provide the highest level of excellence in every interaction with employees, partners, visitors, supporters, and donors.

- **Connection:** We foster a sense of wonder and adventure for the Grand Canyon.

WORKING CONDITIONS

- This position requires long periods at a computer
- Ability to walk outdoors periodically
- Ability to drive or travel to Grand Canyon South Rim and surrounding communities
- Ability to lift up to 15lbs on occasion

TOTAL COMPENSATION

This is a full-time, benefit-eligible, exempt position with remote work options located in Flagstaff, Arizona, with approximately 20% travel to Grand Canyon National Park. Salary is commensurate with experience.

GCC provides a comprehensive benefits package including vacation and holiday pay, sick leave, employer-supplemented health benefits package including medical, dental, vision, and health savings account (HSA) plan, long-term disability, and life insurance, a 401(k)-retirement plan, Canyon Experience Days, and discounts in GCC retail stores and for Grand Canyon Conservancy Field Institute classes.

MANDATORY COVID VACCINE POLICY

As the official nonprofit partner of Grand Canyon National Park and in compliance with that agreement, GCC has a mandatory COVID vaccination policy. All employees must be immunized by vaccination against COVID-19 unless granted a medical or religious exemption as a condition of employment. This policy is designed to protect our workforce's health and serve as a public health measure for those within the broader community. Questions regarding the mandatory COVID19 vaccination policy or the exemption process should be directed to GCC Human Resources.

HOW TO APPLY

Please visit our website at: <https://www.grandcanyon.org/about-us/employment/>

We ask that you include a resume and cover letter with your application.

**Grand Canyon Conservancy is the official nonprofit partner of Grand Canyon National Park.
We are an Equal Opportunity Employer.**