



## POSITION ANNOUNCEMENT: MARKETING COORDINATOR

Grand Canyon Conservancy (GCC) is the official nonprofit partner of Grand Canyon National Park. As 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 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.

Grand Canyon Conservancy (GCC) seeks a Marketing Coordinator with experience in social media, events, email marketing, and copywriting. The Marketing Coordinator will work closely with the Marketing team to help execute a digital strategy. GCC has a prominent social media appearance, and a significant component of this role is continuing to grow, maintain, and engage this valuable audience. An ideal candidate will be organized, skilled at all social media platforms, and able to work independently. This position reports to the Marketing and Public Relations Manager and works collaboratively with GCC and Grand Canyon National Park Service staff.

## PRIMARY RESPONSIBILITIES

Manage various projects as assigned; anticipate project needs, discern work priorities, and meet deadlines with little supervision.

- Develop, maintain, and execute a social media strategy for all platforms (including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, and Flickr) to build GCC's brand awareness, promote events, increase engagement and educate our visitors
- Respond to questions and comments on all social media platforms promptly.
- Report social media, email, and website metrics monthly and use critical thinking to adjust strategies based on the data
- Assist Marketing and PR Manager with executing a comprehensive email strategy for all constituents, including writing, building, and deploying emails
- Assist Marketing and PR Manager with website updates, including building new pages, updating existing content, and tracking analytics
- Serve as an active member of GCC's Core Event Team and work as a liaison to the rest of the marketing department for all events
- Assist with developing event collateral materials (may include brochures, rack cards, invitations, flyers, banners, signs, and more)
- Edit and manage photography, video, and other media content
- Assist with the day-to-day activities of the marketing department
- Other work as necessary, including acting as a GCC representative at events and programs

## MINIMUM QUALIFICATIONS

- Bachelor's degree or equivalent experience in marketing, journalism, communications, new media, or related field
- At least two years of social media experience (Facebook, Instagram, Twitter, LinkedIn, and YouTube)

## PREFERRED QUALIFICATIONS, SKILLS, AND CHARACTERISTICS

- Excellent writer and content proofreader; able to write/edit posts, articles, and images according to brand standards
- Knowledgeable of HTML and website management using content management systems

- Proficiency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint); knowledge of Adobe Creative Suite, Design, and Photoshop preferred
- Exceptional project management skills, including planning, scheduling, timelines, and communications
- Demonstrated ability to manage multiple projects and work assignments in a fast-paced, high-pressure environment while remaining calm and level-headed
- Ability to work with minimal supervision and as part of a team of enthusiastic, dedicated people focused on engaging donors, prospects, and partners on GCC's vital mission
- Willing to occasionally work evenings and weekends as required

## GCC CORE VALUES

GCC has identified four core values representing 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 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 in a park setting on occasion
- Must possess a valid driver's license and the ability to travel to Grand Canyon National Park for events and meetings without assistance
- Ability to lift up to 25 pounds on occasion

## TOTAL COMPENSATION

This is a full-time, benefit-eligible, non-exempt position. This position is based in Flagstaff, Arizona, with monthly travel to Grand Canyon. Salary is commensurate with experience.

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

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