



**Job Title and Description:** Marketing Specialist

**FLSA Status:** Full time Hourly Non-exempt

**Supervisor:** Development Coordinator

**Work Location:** Winter Harbor, Maine. Some remote work may be considered, however this position requires a regular physical presence on our campus in Winter Harbor and at community events throughout the year.

### **Primary Responsibilities**

The Marketing and Events Specialist is responsible for coordinating internal and external marketing efforts for Schoodic Institute, assisting with event production, and supporting activities to grow awareness and engagement of the Institute. The Specialist will work closely with our science and operations staff to develop and execute communications plans and implement a broad range of marketing activities in support of the organization's mission and business plan.

### **Duties:**

- Develop and implement strategic communications and marketing plans.
- Create and edit varied media products including print and digital publications, newsletters, and promotional materials.
- Manage Schoodic Institute's online presence, including website and social media.
- Create and update website content using WordPress.
- Provide event management support including data entry and evaluation.
- Work with the Development Coordinator on donor communications materials as requested.
- Write, edit, and distribute press releases, and cultivate relationships with the media.
- Manage marketing lists and data entry in Mailchimp.
- Ensure message consistency across publications and channels.
- Evaluate and report performance of marketing efforts.
- Assist with all other duties as assigned including staffing evening and weekend events as requested.

### **Required Skills and Knowledge:**

- 1-2 years of successful and effective communications and marketing experience
- Proficient in email marketing platforms such as Mailchimp or Constant Contact
- Knowledgeable in using Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Canva
- Excellent track record in managing projects and working with a team to accomplish common objectives and meet deadlines
- Proofreading skills and good use of grammar and punctuation
- Excellent organizational and interpersonal skills with attention to detail and accuracy
- Ability to work under deadline pressure as well as some evenings or weekends at events
- Bachelor's degree (B.A. or B.S.) or equivalent from a four-year college or university, preferably in marketing, visual communication, communications, or a related field, **or** combined education and work experience

## **Preferred Skills and Knowledge**

- Knowledge of and familiarity with Downeast Maine
- Interest in environmental issues and conservation science
- Use GSuite and Google platform
- Experience developing budgets for marketing campaigns and working with contractors
- Experience setting up and running Zoom Meetings
- Creating and editing video content

Our desired candidate is energetic, well organized, tech savvy, and works well in diverse teams. We are a relatively young organization expanding our reach and impact in the areas of ecosystem science, resource stewardship, and community science. We are mission driven and passionate about creating a better future for parks, people, and the planet. We work hard, have fun, and are a great team. Join us.

## **About Schoodic Institute**

A 501(c)3 nonprofit organization, Schoodic Institute at Acadia National Park is a primary science and education partner of the National Park Service. Our mission is to inspire science, learning, and community for a changing world. We conduct and support science to understand and respond to environmental change in Acadia and beyond. Our goal is to be a national leader in research and education that inspires environmental stewardship and fosters bright futures for parks, people, and the planet. From our campus located within the Schoodic District of Acadia National Park in Downeast Maine, we engage people of all ages in the science and solutions of a rapidly changing environment. Our year-round campus includes classrooms, laboratories, meeting spaces, and a modern 124-seat auditorium surrounded by protected shorelines and thousands of acres of evergreen forest. Campus infrastructure enables us to convene and host public events, and provides an inspirational setting for education and art programs, workshops, and conferences.

Schoodic Institute is committed to increasing diversity in environmental science, education, and conservation. We are highly collaborative and inclusive, and the team environment is safe and free from bullying, harassment, and discrimination. Team members are encouraged to bring their full selves to their work.

## **Physical Effort:**

This position requires the ability to work on a computer for long periods of time and to move back and forth around the Schoodic Institute campus in a timely manner for meetings and public and private events. The specialist will also be required to table at community events and must be able to set up and break down tables, chairs, tents, and display material as required.

## **Salary and Benefits:**

This is a full-time position located at the Schoodic Institute at Acadia National Park in Winter Harbor, Maine. Compensation is \$40,000 - \$45,000 annually (\$19.23 to \$21.63 per hour) to commensurate with experience and includes health insurance, retirement savings, life insurance, as well as paid vacation and personal/sick time.

## **To Apply:**

Please send a resume and cover letter to [search@schoodicinstitute.org](mailto:search@schoodicinstitute.org). For full consideration, apply by January 31, 2022. If you have questions about this position, please contact Susi Acord at [sacord@schoodicinstitute.org](mailto:sacord@schoodicinstitute.org) (207) 288-1360.

Schoodic Institute at Acadia National Park is an Equal Opportunity Employer