



Job description

Marketing & Communications Specialist

In support of the mission of the Garden of the Gods Visitor & Nature Center, we are looking for a Marketing & Communications Specialist to manage our online and offline communications with guests, partners, and our local community while increasing brand awareness. Marketing & Communications Specialist responsibilities include creating and distributing promotional material, responding to customers' queries and comments on social media and via email, networking during events and programs, and assisting with the organization of programs and special events for the Garden of the Gods Visitor & Nature Center. This position also supports managerial duties for the Visitor Center. If you have experience in identifying and building long-term relationships with target audiences, we'd like to meet you! This position works under the Director of Operations.

Essential Duties and Responsibilities:

Communication and Coordination:

- Works with management team, city staff, volunteers, revenue partners and education partners to promote the Visitor Center's mission
- Coordinates schedules with partners and staff for volunteers, facility use, and program set up/tear down
- Develops and executes social media goals of daily posts that focus on programming, events, nature, and history to increase knowledge and appreciation of the Visitor Center
- Monitors business website, social media pages, and email requests and addresses clients' queries promptly
- Compiles, catalogs, and assesses web analytics for optimal user engagement
- Develops and executes the posting of program and event advertisements on multiple online and print platforms
- Creates visually appealing graphics for advertisements for every program offered at the Visitor Center to be distributed in online and offline channels

- Produces and distributes bi-monthly online and print newsletters and articles, and maintains an email database
- Produces marketing copy for our website
- Maintains marketing collateral, graphics, and design projects
- Coordinates design projects with contracted graphics designers
- Collaborates with Director of Operations on public communications releases
- Develops and implements a meet-and-greet program for local & international partners to promote the mission of the Visitor Center
- Manages occasional evening facility rentals and partner events
- Oversight for the Commercial Use Program for the Garden of the Gods Park
- Joins social media groups and local professional platforms to discuss industry-related topics. Networks with industry experts and potential clients to drive brand awareness
- Gather customer feedback to inform future programs and advertisements

Program/Presentation Management:

- Assists Education Program Specialist in the set up/tear down of programs and assists with program facilitation as needed
- Partners with Education Program Specialist in researching and vetting new speakers and presenters.
- Collects feedback and surveys from participants and analyzes results
- Attends, supervises, and reviews presentations periodically
- Maintains awareness of risk management and risk mitigation plans for programs
- Follows established park policies and procedures relevant to events, permitting, and programs

Public Speaking/Media Appearances:

- Periodically introduces presentations and guest speakers, consistently promoting the Visitor Center's mission

- Periodically speaks on behalf of the Visitor Center through local news interviews

Budget and Planning:

- Assists in the creation and development of marketing annual budget and annual advertising schedule
- Tracks ROI for marketing campaigns
- Orders and acquires necessary marketing and advertising supplies in a timely manner
- Tracks marketing and advertising expenses

Management Responsibilities:

- Assists with customer service training and guidance for staff and volunteers
 - Opening and/or closing managerial responsibilities for the facility
 - Responds to facility and customer service issues promptly and as needed throughout the day
 - Ability to work weekends and evenings as needed
- This position requires exceptional supervisory and management skills to work effectively with a diverse, multi-generational staff

Required Qualifications:

- A four-year degree in communications, education, or a related field; must be able to explain how you can implement communications, marketing, and programing with your related degree; or have minimum of 3 years of experience implementing communications, marketing, and programing.
- This environment is dynamic and can shift quickly. Our ideal candidate must be solutions-focused and solve problems to meet the demands of multiple, concurrent requests while promoting a positive, team-supporting attitude.
- Efficient at using Microsoft Office Suite programs, social media platforms, design applications, Constant Contact, and Canva. Working understanding of technology for the purposes of videoconferencing as well as video recording and editing for virtual programs and videos.
- Experience with marketing campaigns on social media. Knowledge of SEO, Google Analytics, Google Ads, and Meta Business Suite.

- Strong time management skills. Organized and effective in managing multiple competing priorities. Self-disciplined and flexible in adapting to changing schedules and deadlines.
- Forward-thinking, collaborative across departments, and innovative. A positive, can-do attitude is essential in our business.
- Solid oral and written communication skills to compose written items for publication while conforming to the prescribed style and format used at the Visitor Center.
- Comfortable and effective in presenting information to management, media, partners, and public groups.
- Comfortable engaging colleagues, guests, and partners in a professional manner and in a business professional setting. Effective at relationship building and good interpersonal skills.
- Ability to quickly grasp new concepts and implement them as directed. Attend to all the details of a project, and results driven.
- Passion for geology, flora and fauna, local history, ecology, and outdoor recreation.

Job Status

- FLSA Classification: This position is exempt according to the guidelines of the Fair Labor Standards Act and, as such, an individual in this position is not eligible to receive overtime pay.
- Full- or Part-Time: This position is full-time in nature. An individual in this position will regularly work a schedule consisting of 40 hours per week.
- Work Location: This position's primary work site is located in Colorado Springs, CO. The nature and responsibilities of this position are such that it is not eligible for alternative worksite arrangements, such as working from home or telecommuting, on a consistent or recurring basis.
- Work Schedule: Sunday through Thursday. The usual business hours are between 8:30 A.M. to 4:30 P.M. Labor Day through Memorial Day, and between 9:30 A.M. to 5:30 P.M. throughout the summer season, Memorial Day through Labor Day. However, due to the nature of Visitor Center programming, this position will require a flexible work schedule to include some Saturday or evening programming and facilitation. The nature and responsibilities of this position are such that it is not eligible for flexible work scheduling, such as 4-day work week or alternate start/end times, on a consistent or recurring basis. At times, weekend and evening events may occur and need your support.

Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to handle, or feel objects, tools, or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Work Environment

- Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Individuals in this position will generally work indoors and will have a workspace designated solely for him/her. Necessary office furnishings, equipment and supplies will be provided by the Visitor Center. While performing the duties of this job, the employee may periodically be required to work outdoors and would be exposed to weather conditions prevalent at the time. The employee may periodically be required to work in an offsite environment or at special events, and from time-to-time may be asked to travel on Visitor Center business, at the Visitor Center's expense. The noise level in the work environment is usually moderate. Individuals in this position work in a public-facing environment daily.

Compensation \$45,000 - \$50,000

To apply please submit a resume and cover letter to tgoodwin@gardenofgods.com