

Position Overview: Marketing and Communications Specialist

The Marketing and Communications Specialist position works creatively and collaboratively with departments across the National Park Foundation to build awareness and support for the organization. The position will facilitate a variety of communications and marketing activities, including digital communications, public relations, corporate partnerships, and events. The Specialist will report directly to the Senior Vice President, Marketing and Communications. This full-time position is based in Washington, D.C.

Essential Functions/Duties/Tasks:

- Write and copyedit communications materials including: press releases, speeches, op-eds, articles, newsletters, reports, presentations and more;
- Assist in the development of monthly editorial calendar, researching trends and relevant upcoming cultural moments to incorporate;
- Draft compelling and expertly researched blog posts related to timely and evergreen content;
- Create engaging copy to distribute through social channels, syndicating blog posts and sharing relevant posts from parks and partners;
- Curate captivating imagery for use in blogs and through social channels, managing and expanding the photo archive;
- Monitor and cultivate online conversations with community members and provide timely responses to incoming queries;
- Support cause-marketing campaigns, promotions, and activation of partnership relationships with NPF corporate and media partners;
- Research current news, industry trends, and topics relevant to public lands and the marketing and communications industry;
- Provide support in preparation for and during NPF events;
- Coordinate meetings with various internal and external stakeholders, reserving meeting space, distributing agendas, and preparing meeting materials, as necessary.

Required knowledge, skills, and abilities:

- Exceptional communications skills – written, verbal, and visual
- Demonstrated flexibility in writing styles, both in creative and tactical materials
- Practiced understanding and use of social media platforms including, but not limited to, Facebook, Twitter, Instagram, Tumblr, and Pinterest
- Knowledge of, or ability to quickly master and use, social media listening, reporting, and scheduling tools
- Analytical thinking, research, and editing skills
- Strong organizational skills and attention to detail
- Proven ability to multitask and meet deadlines
- Team player with strong relationship-building skills, nimble and tactical under pressure
- Proficiency with the Microsoft Office suite

Preferred education and experience:

- At least 3 years of experience in marketing and/or communications position(s) requiring content development
- Bachelor's degree in relevant field of experience from accredited institution;

Description of physical demands and work environment:

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 regularly required to use hands to operate office equipment and computing resources.
- Employee frequently is required to sit; reach with hands and arms; and stoop, kneel, crouch, and often required to stand and walk.
- Employee must be able to sit for periods of time using office equipment and computer.
- Position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with low noise level.
- Must be able to travel to external locations as required via various modes of transportation.
- Professional attire is required.

About NPF:

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

Chartered by Congress in 1967, the National Park Foundation is rooted in a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks. Today, the National Park Foundation carries on that tradition as the only national charitable nonprofit whose mission is to directly support the National Park Service.

Join the Team:

Join our energetic, passionate team at the National Park Foundation. As the official charitable partner of America's national parks, we are helping to preserve, protect and promote our country's most treasured places. Communicating about the parks, and fundraising to support them, is at the very center of our mission. Your work will make a direct and lasting impact on conservation, culture, preservation, recreation, education, stewardship, and volunteerism – preserving our national parks for centuries to come.

If you know you are the ideal candidate for this position, please submit your cover letter and resume by email to resumes@nationalparks.org. Please indicate the job title in the subject line of the e-mail.