

## Senior Manager, Marketing

NPF is currently recruiting for a Senior Manager, Marketing. This position works creatively and collaboratively with departments across the National Park Foundation as well as with outside advertising agencies to build awareness and support for the organization. The position will facilitate a variety of communications activities, including digital advertising, influencer marketing, content marketing, corporate partnership activation, and events. This full-time position is based in Washington, D.C.

### WORKING AT 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.

In 1872 America did something unprecedented; it set aside more than one million acres of wilderness for the benefit and enjoyment of the people. For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at [www.nationalparks.org](http://www.nationalparks.org).

### RESPONSIBILITIES AND DUTIES

- Manage day-to-day relationship with numerous advertising agencies
- Execute on the consumer-facing marketing campaign, Find Your Park, through digital and traditional paid marketing channels
- Manage a consumer-focused advisory panel for inputs/reactions to new projects and campaigns
- Reconcile marketing budget to ensure expender compliance
- Develop customer journey maps and an associated CRM nurture stream
- Coordinate with in-house peer on paid search, SEO, retargeting, display, and mobile activations
- Activate marketing programs with Find Your Park national corporate sponsors
- Commission consumer research to gain insights on target audiences
- Develop test and learn discipline to identify optimal messaging and media mix
- Utilize analytical skills to forecast and report on campaign performance
- Provide support in preparation for, and during, NPF events

### ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES

The ideal candidate should have the following:

- At least 5 years of experience in marketing and/or communications position(s) requiring marketing execution
- Bachelor's degree required, graduate degree preferred
- Exceptional communications skills – written, verbal, and visual
- High level of diplomacy, working with outside corporations and National Park Service liaison in securing approvals on numerous activations
- Experience managing advertising agency relationships, from large mega-agencies to boutique firms

- Passion about marketing and a continual scouring of new trends
- Familiarity with online content marketing and social media strategies
- Strong project management experience and time management skills
- Ability to apply market research findings to actionable executions
- Strong organizational skills and attention to detail
- Excellent presentation skills
- Ability to effectively communicate to C-suite and board members
- Team player with strong relationship-building skills
- High energy level and positive attitude
- Proficiency with the Microsoft Office suite

#### **DESCRIPTION OF PHYSICAL DEMANDS AND WORK ENVIRONMENT**

- While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to talk and hear. The employee is occasionally required to stand; walk; use hands to finger, handle or feel; and stoop, and/or kneel. The employee occasionally must push and/or move up to 10 pounds. Specific vision demands required for this job include close vision and ability to adjust focus

#### **TO APPLY**

- If you know you are the perfect candidate for this position, we want to hear from you. Please submit your application through the National Park Foundation ADP portal found [here](#). If you experience technical difficulties during this process you may submit a cover letter and resume to [resumes@nationalparks.org](mailto:resumes@nationalparks.org) with the subject line "Sr.Mgr.Marketing".

*National Park Foundation is an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.*