

Senior Director, Marketing

In this role, the Senior Director of Marketing is responsible for the strategic planning and implementation of the Foundation's marketing activities. This individual manages creative, efficient, cross-departmental initiatives to meet and exceed the organization's marketing objectives, building awareness and support among our target audiences.

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.

In 2016 the National Park Service will celebrate a significant milestone—its 100th anniversary. It will be a moment to celebrate and reflect – but most importantly an opportunity to re-introduce and reengage the American people to their national parks. In anticipation of the Centennial Celebration, the National Park Foundation, in close partnership with the National Park Service, will be launching a multiyear major campaign to help identify, secure, and fund education, outreach, and environmental programs in parks at the historic sites and monuments.

You will be joining this growing organization at an exciting, pivotal, moment in the 45 year history of the National Park Foundation and the 100 year history of the National Park Service.

RESPONSIBILITIES AND DUTIES

- Direct the development and execution of an integrated, data-driven marketing program ensuring we have the right mix of assets, channels, and tactics to build awareness and support among target audiences. Oversee all marketing program activities, including multi-channel advertising, social media, content marketing, events, and more.
- Provide cross-departmental support bolstering the Foundation's key business objectives.
- Develop multi-channel advertising program to include digital (social media, display, SEM), out-of-home, print, and broadcast. Program should leverage in-kind advertising space and support.
- Oversee management of social media platforms with an eye towards maximizing reach and engagement.
- Oversee efforts to establish, track, and report key performance metrics, including website traffic and conversions, to effectively evaluate and refine marketing tactics.
- In partnership with communications team, oversee content marketing strategy and development.
- Serve as marketing lead on key corporate and cause marketing partnerships, working closely with the Corporate Partnerships team on proposals, account development, and marketing activations.

- Oversee production of NPF events, ranging from grassroots opportunities to high-profile live and televised events.
- Cultivate marketing partnerships and strategic industry relationships.
- Negotiate and manage vendor relationships.
- Provide strategic counsel and review of annual department budget and manage marketing line items throughout the fiscal year.
- Keep abreast of current news, trends, and topics that are relevant to the Foundation and the marketing and communications landscape.
- Manage two department staff including Sr. Manager of Marketing and Specialist.

ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES

The ideal candidate should have the following:

- Strong affinity for our national parks and passion for the Foundation’s mission.
- Excellent oral and written communications skills.
- Good listener with willingness to consider different perspectives and opinions.
- Positive attitude and proven success as a manager and mentor.
- Garner and maintain trust and confidence of NPF executive team and staff, as well as NPS colleagues and external partners.
- Ability to work collaboratively with other staff and external partners.
- Excellent organizational skills with the ability to manage and prioritize multiple tasks and work within tight deadlines, while maintaining disciplined focus on program goals and measurable objectives.
- Strong attention to detail and the ability to solve complex problems.
- Creativity and an entrepreneurial spirit; willing to try new ideas and think “outside the box” and will motivate others to do the same.

TO APPLY

- If you know you are the perfect candidate for this position, we want to hear from you. Please submit your cover letter, resume and salary history by email to resumes@nationalparks.org. Please indicate Senior Director, Marketing in the subject line of the e-mail.

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