



MARKETING/COMMUNICATIONS AND DATABASE MANAGER POSITION DESCRIPTION

Reports to: Laurie Ward, Chief Executive Officer
Start Date: As soon as the right candidate is set to go
Hours: 40+ hours/week with occasional evenings/weekends
Location: Washington's National Park Fund, 1904 Third Avenue, Suite 400, Seattle, WA 98101

OVERVIEW OF WASHINGTON'S NATIONAL PARK FUND

Washington's National Park Fund (herein referred to as "the Fund") is the official fundraising partner with Mount Rainier, North Cascades and Olympic National Parks. We're raising more and, most importantly, awarding more to the parks each year for their top priority projects. We work closely with Park leadership, rangers and scientists throughout the year. As an employee of the Fund, you will have a highly unique opportunity to positively impact public lands as well as interact with park supporters on a regular basis.

The Fund is made up of seven hard-working individuals who are overseen by a very supportive and engaged board of directors. We work hard, we work independently, and we enjoy our work. Benefits are highly attractive and time off for recharging is encouraged and embraced.

OVERVIEW OF THE POSITION

The opportunities within the position are endless. We have access to incredible photographers and videographers, a local team that is currently redoing the website, an engaged committee of smart outdoor leaders in all things marketing/communications, and strong support from both the CEO and staff AND the board of directors. A calendar is in place and all of the tools needed to accomplish the work will be at your fingertips. Whomever is hired will be able to hit the ground running knowing that he/she/they are surrounded with a great deal of support. 80% of your time will be centered on marketing/communications activities and 20% on database management.

Marketing and Communications

- Maintain the cadence of our marketing/communications calendar; ensure that current projects stay the course
- Create/maintain marketing and promotional materials, both print and electronic
 - Develop fresh and creative story ideas throughout the year
- Serve as liaison between staff and graphic designer who we contract with
 - Maintain organizational collateral throughout the year
 - Assist with design and content of event materials
- Write/design our e-news that is distributed every two to three weeks
- Enjoy the involvement and assistance of an energetic and committed Marketing/Communications Committee; serve as lead staff liaison to the committee

Communications/Outreach for our Annual Fund

- Conceive of/write three to four fundraising appeals throughout the year
- Work with the Fund's designers and printers as you oversee production



- Develop the Fund's online giving campaigns (GiveBIG, Giving Tuesday, Parks for all Seasons, etc.)

Website management

- Maintain website design and operation using WordPress (preparing for launch of new site in early 2021)
- Create refreshing and inspiring taglines and stories
- Update web pages throughout the year

Public Relations and Social Media

- Create/distribute news releases on a monthly basis
 - Build relations with area media contacts
 - Maintain media list
- Develop/manage the content and production of quarterly print newsletters
- Oversee and support the Fund's social media
- Work in tandem with our Community Engagement Manager as we grow our corporate giving program

Video and Photography

- Have a sincere passion for the development of story-telling through video production
- Develop thoughtful stories that can then be conveyed by one of our volunteer (professional) videographers
- Maintain log of all photos; ensure proper credit is given to photographers when images are used

Database Management

- Have a running knowledge of Raiser's Edge with the ability to run reports, generate lists, track metrics, etc.
- Oversee data entry and gift processing to ensure accuracy

Support Fundraising Climbs and Events

- Assist our Community Engagement Manager (CEM) with marketing/communications of our annual fundraising climbs of Rainier, Shuksan and Olympus
- Serve as support to the CEM throughout the Online Auction
- Communicate and promote the Fund's events throughout the year

REQUIREMENTS/HIGHLY DESIRED SKILLS

- Bachelor's degree required
- Three to five years' experience as marketing/communications lead for a Puget Sound nonprofit organization
- A solid understanding of fundraising principles, programs and overall operations
- Knowledge of and familiarity with Mount Rainier, North Cascades and Olympic National Parks
- A distinctive level of understanding, passion and joy for communicating inspiring stories to interested audiences



- Exceptional attention to details, time management, and prioritization of projects
- Able to work independently while also knowing when to reach out for assistance especially during the early years in the position
- A respect for the fact that the Fund offices are “no gossip zones” AND the organization as a whole refrains from talking politics (we honor the fact that these parks belong to everyone)

SALARY/BENEFITS

The following are offered as a part of the employment package:

- **Salary Range:** Will be determined based upon the successful candidate’s qualifications
- **Personal Time Off (PTO)** 30 days (holidays, vacation, sick leave and personal time off combined). Hours do not accrue (individuals must use them by their anniversary dates or they expire)
- **Volunteer Days** Two paid days/year to volunteer at a Fund-related organization
- **Office space** The position has a dedicated office space at Third and Stewart in Seattle
- **Health Insurance coverage** Medical and dental coverage provided
- **Retirement plan** Position qualifies for a matching retirement plan after one year of service
- **Transportation** Washington's National Park Fund covers the cost of a bus pass
- **Opportunity** to work with and in Mount Rainier, North Cascades, and Olympic National Parks
- **Opportunity** for telecommuting from time to time on an as-needed basis
- **Mileage reimbursement** when traveling to parks and in/around town for work-related business
- **Fundraising Climb participation** Take part in a Fund climb at no cost
- **Continuing education** for specific event-related duties (i.e., Greater Giving, Raisers Edge, etc.) provided as needed
- **Membership** in a local organization of the individual’s choice
- This position is **an exempt position** meaning that the individual will not be paid overtime for any hours the individual puts in over 40 hours/week

TO APPLY

Interested? Intrigued? Submit your credentials!

- Submit your thoughtful and creatively compiled resume and cover letter to laurie@wnpf.org
- The more thoughtful/creative the cover letter, the better
- Please note in the subject line: Marketing/Communications and Database Manager
- Standard submissions from generic sites highly discouraged
- Position will remain open until that just right person emerges
- Washington's National Park Fund is an EEO employer

No phone calls please