



Position Title: Marketing Coordinator

Accountability: The Marketing Coordinator will report to the Director of Development and Marketing.

About the Catawba Riverkeeper Foundation (Catawba Riverkeeper):

Founded in 1997, the Catawba Riverkeeper Foundation was the 21st Waterkeeper organization in the United States. Now a part of an international movement of Waterkeepers that boasts over 400 local organizations, we preserve and protect the waters of the Catawba-Wataeree River Basin for generations to come. Our 5,000 square mile river basin includes over 8,900 miles of waterways. We accomplish our mission in three ways:

- We EDUCATE students and the public on how they can make a positive impact on the water quality in our region.
- We provide opportunities for people to ENGAGE with the river to have a better understanding of the importance of our natural resources.
- We PROTECT our river basin via enforcement resources, scientific fieldwork, and citizen action.

Catawba Riverkeeper is a community focused organization supported by more than 5,800 members and volunteers located throughout a 26-county river basin that dedicate time, talent, and treasure to ensuring the protection of the Catawba-Wataeree River. Our professional staff of 11 and volunteer board of 14 guide the work of this passionate group of people.

Responsibility: The Marketing Coordinator will execute Catawba Riverkeeper's marketing and donor communication strategy under the direction of the Director of Marketing and Development. They will create digital content (social media, email, website, etc.), develop print materials (appeal letters, direct mail, brochures, etc.), and assist with special events as part of the organization's overall brand strategy. The Marketing Coordinator will execute comprehensive marketing campaigns and manage content calendars designed to spread the mission of Catawba Riverkeeper, acquire new donors, and retain existing donors. The Marketing Coordinator will also be responsible for maintaining donor CRM and donor communications.

Day to Day Duties:

- Generate content for Catawba Riverkeeper's primary social media, email, website, blog, advertisements, and print communications around various objectives (nurture, inform, lead gen, deepen affinity, etc)



- Manage a communications calendar, under the direction of the Director of Development and Marketing
- Ensure that brand messaging, voice and style guidelines are followed in all communications channels and formats, including copy, video, visuals and graphics
- Create original static and video content in accordance with best practices for each channel, taking into consideration each channel's unique audience preferences, formats, and styles
- Optimize web and email content based on data and performance insights
- Report on various marketing metrics (ex. social media performance and engagement, email opens, click-throughs and conversions, website analytics) and use data-based insights to drive strategic content optimizations
- Maintain, segment and scrub email databases regularly
- Organize and promote special events and fundraisers
- Maintain vendor relationships for marketing and events materials
- Organize and lead the Ambassador Program, Catawba Riverkeeper's program to train volunteers to represent the organization at community events
- Manage marketing intern(s) to provide an experiential educational opportunity for students
- Maintain donor database (input donations, classify gifts, run reports, etc.)
- Send donor communications (appeal letters, renewal reminders, thank you letters, etc.)

Qualifications:

- Excellent written, verbal, and interpersonal communication skills
- Highly organized (calendar management, digital asset storage)
- Ability to manage multiple projects at once
- Intermediate level or higher graphic design skills and higher video editing skills (experience with Adobe Creative Suite a plus)
- Experience in email layout and copywriting best practices
- Experience in multichannel social media content best practices
- Experience editing websites (Wordpress a plus)
- Ability to understand, interpret and present reporting insights from email, Google Analytics and Google Ads in ways that are relevant and actionable
- Social media management experience (Instagram, Facebook, Twitter, LinkedIn, YouTube, preferred)
- Event planning and management experience preferred
- Experience managing interns and/or volunteers
- Donor communications and fundraising experience



- Bachelor's degree in a related field

Location:

The Marketing Coordinator will work out of the Catawba Riverkeeper office in McAdenville, NC. They will also be required to occasionally travel to various events and meetings within the Catawba-Waterree River Basin.

Compensation:

The starting annual salary will be \$40,000, plus benefits. Benefits include paid time off (PTO), health insurance, dental, HSA, IRA match, and pro deal discounts on recreational equipment and apparel.

How to Apply

Applicants should email their resume and relevant examples of their marketing skills to diana@catawbariverkeeper.org. Interviews will be conducted on a rolling basis, as applications are received.