



Job Title: Marketing & Events Manager
Job Status: Full-time, non-exempt
Salary: \$55,000 - \$60,000 annually
Reports to: Executive Director

Job Description:

The Marketing & Events Manager for Friends of the Dillon Ranger District (FDRD) is responsible for all fundraising and outreach events/campaigns. This position will focus on general community outreach and brand exposure to maximize the reach of our projects and programs. Working within a small, dynamic team, this individual will have the flexibility to create their own schedule while prioritizing FDRD's marketing needs. They will have the opportunity to work outdoors and contribute to our mission of forest stewardship and education.

Job Responsibilities:

- Manage and coordinate all fundraising events/campaigns including: Casino Night, CO Gives Day, Farmer's Market, membership drives, volunteer appreciation events and other community outreach opportunities
- Manage the volunteer participation and recruitment for all events coordinated by FDRD
- Manage organization's social media content on all applicable platforms
- Manage monthly newsletter distribution and oversee all website improvements and updates
- Serve as FDRD's Retail Manager: responsible for cataloging and purchasing inventory, ordering and fulfilling US Forest Service permits, ordering and maintaining Point of Sale software and hardware, creating monthly financial reports, depositing cash/check drops, and troubleshooting discrepancies
- Help maintain the database system and manage volunteer memberships, donors and registration through the NEON CRM platform. Will troubleshoot all technological difficulties on the platforms with which we work
- Play an active role in FDRD's Diversity, Equity and Inclusion (DEI) efforts by participating on the DEI Committee and establishing other programs and events that supports this initiative
- Chair the Fundraising Committee to maximize donations
- Solicit in-kind donations for silent auctions and giveaways, food/ beverage, and volunteer recognition items from businesses as needed for service projects and all other events
- Advance the FDRD brand through the creation of promotional materials
- Create promotional flyers for programs, volunteer project and educational/fundraising events
- Contribute to the overall office management and operations
- Create timely blog posts on a variety of environmentally based topics
- Write press releases, advertisement copy and other newspaper entries for Summit Daily News (SDN) Community Notes. Create both online and print ads for SDN to advertise programs, events, projects and act as the primary contact for FDRD's print media campaigns
- Manage radio advertising contract through Krystal 93 media, specifically working with their rep to determine annual ad schedules and remote broadcasting events
- Contribute to our methods for timely acknowledgements and "thank-you's" to donors, members, volunteers and business supporters
- Manage the creation and distribution of the annual Dillon Ranger District Recreation Guide newspaper. Use Adobe InDesign to update any information that has changed, and add new information. Help manage the overall distribution of the Guide

Minimum Qualifications:

- Bachelor's degree in Marketing, Communications or a related field
- At least 21 years of age and have at least 1 year of full-time relevant experience
- Must be able to pass a criminal background check
- Passion for FDRD's mission and committed to inspiring that passion in others through effective leadership and communication
- Ability to work with a volunteer base with diverse interests, beliefs, values and backgrounds
- Excellent organizational skills and ability to handle multiple tasks and roles in a patient and professional manner

- Ability to communicate effectively with multiple audiences
- Capable of working as a member of a team and as well as independently
- Willingness to work a flexible schedule including some weekends and some evenings
- Excellent writing and editing skills
- Willingness to bring a positive attitude and appropriate effort on a daily basis
- Digital marketing experience
- Ability to occasionally lift and/or move up to 50 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- Proficient with day to day computer functions and general technology

Desired Skills:

- Generate and present innovative ideas to push FDRD's brand and mission forward
- Maintain and develop mutually beneficial community partnerships
- Proficient in the Spanish language
- Proficient with Adobe Creative Suites—Photoshop, Premiere Pro and InDesign and experience with Neon One or other relevant database platforms
- Experience with front end web development, WordPress website experience preferred
- Retail management experience including inventory management, monthly financial reports, Point of Sale systems, and creation of branded items

About FDRD:

FDRD is a 501(c)(3) non-profit organization, based in Silverthorne, CO that promotes the stewardship of the White River National Forest, Dillon Ranger District, in Summit County, Colorado through partnerships, volunteer service, education and support. Find out more information at FDRD.org.

Compensation:

This is a full-time, exempt position. Salary range is based on experience. Benefits include paid time off, cell phone stipend, mileage reimbursement, annual ski passes (Epic Local and Copper) and participation in FDRD's health insurance and retirement plan.

Equal Opportunity Employment Statement:

Our Organization was built upon team- work, diversity, and equal opportunity. FDRD is firmly committed to the principles of equal opportunity employment. FDRD follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligations, and marital status.

Application Process:

Please send a cover letter, resume and (3) references to Executive Director, Doozie Martin at doozie@fdrd.org. The application process will conclude on **March 31st** and interviews will be conducted on a rolling basis. We are aiming to have the position filled by **April 14th**.