



## **JOB DESCRIPTION**

**Position Title:** Development & Marketing Associate

**Direct Supervisor:** Director of Development

**Summary of Position:** The Development & Marketing Associate is an integral member of TWC's Development Team and a sizable role in the efforts to increase community support through relationship building, fundraising activities, organization wide team building, event and activity management, volunteer coordination, and social media communication.

**Position Type:** Part Time, Benefits include health, vision, dental, life & long-term disability insurance, paid time off (vacation, sick and holidays), and a 401(k) match up to 5%

### **Key Responsibilities & Duties:**

- Actively expand TWC's audience via regular communications, member focused events, development of membership perks, social media engagement, participation in community events, and marketing.
- Maintain and run all TWC's social media messaging.
- Regularly update database and contact records to ensure data integrity and accuracy.
- Coordination of TWC's volunteers, from daily volunteers to special events volunteers.
- Engage members and recruit new members via events, public programming, education and conservation team activities, tours, and other mission appropriate activities.
- Assist with special events planning, preparation, and execution and processing of online and mailed RSVP's and member response.
- Assist with the creation of membership/marketing materials for prospect meetings.
- Coordinate, attend, and draft minutes and other documents for the Development & Marketing Committee.
- Collaborate with other departments to plan special member focused events.
- Assist with administrative and other duties as needed.

### **Experience, Abilities, & Skills:**

- HS diploma required. 2 years' experience in a related field preferred.
- Knowledge of social media platforms and ability to create engaging social media based content.
- Ability to provide excellent customer service and be a team player. Provide a helpful, friendly, and cooperative disposition to members, volunteers, visitors, clubs, and staff.
- Exceptional customer service and listening skills are required.
- Excellent skills in organization, attention to detail, time management, ability to multi-task, defining and setting priorities, and problem solving skills are required.
- Excellent written and verbal communication skills required.
- Must possess experience with Microsoft Office.
- Must possess strong collaboration skills.

- Must be willing to participate in fundraising activities to further TWC's mission and work.
- Must have experience with or the ability to learn donor database software.
- Ability to work onsite, offsite, outside, and some regional travel required.
- Willingness to work a flexible schedule including occasional evenings and weekends.
- Ability to work independently while still successfully collaborating with a team.
- Must support and adhere to TWC's mission and core values.
- Must be able to pass a BCI background check.
- Must possess a valid Ohio driver's license with a clean driving record.

*The Wilderness Center, Inc. is an equal opportunity employer. It is our policy to comply with all applicable state and federal laws prohibiting discrimination based on race, age, color, sex, religion, national origin, or other protected classification.*

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