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## Digital Marketing Specialist

### *Job Summary:*

The Conservation Foundation is seeking a Digital Marketing Specialist who will lead the planning and execution of the organization's social media and other digital marketing initiatives. This position will be a member of our Advancement Team. The ideal candidate will have a broad well-rounded digital marketing background with a passion for social media, website design, and electronic communication. Preference will be given to the candidate who can successfully use analytics to optimize overall marketing plans. Candidate must be creative, highly organized and able to juggle multiple projects with a positive can-do attitude.

**Reports to:** Abby Beck, Senior Advancement Officer

**Schedule + Job Location:** Full time, exempt position based out of the McDonald Farm in Naperville, IL

### *Duties + Responsibilities:*

- Manage and expand social media communication. Design fun and engaging posts that are aligned with the organization's mission and key messages
- Complete responsibility for day to day website updates working closely with Communication Manager on content and layout . Consult with external marketing firm as needed
- Oversee the email marketing campaigns including content, layout and design. Use data from Constant Contact to improve open rates and engagement
- Study analytics and trends to develop evidence based improvements to social media strategy. Stay up to date on social media tools and best practices to enhance the quality of posts and number of followers. Utilize paid media tools as necessary
- Expand Instagram presence utilizing posts, Stories and Reels
- Work collaboratively with Program Staff to respond to questions and comments on posts to provide factually accurate information and resources
- Develop and implement best practices for management and administration of social media log in credentials
- Manage photo storage and retrieval systems at organizational level; including metadata and file naming conventions
- Other duties as assigned

**Education:** Bachelor's degree in Marketing, Digital Media, Social Media Marketing or equivalent

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### Preferred Qualifications:

- Minimum of 1-3 years of related work experience - social media, website, and content creation
- Robust background managing social media platforms
- Strong written and verbal communication skills, including proofreading
- Ability to prioritize and manage multiple projects
- Self motivated and desire to learn and ask questions
- Team player
- Genuine passion for nature important. Knowledge of local native plants and wildlife a plus

### Benefits:

- Competitive Salary
- Health insurance
- Dental insurance
- Life insurance
- 401k retirement plan
- Flexible work schedule
- Paid time off
- Parental leave
- Cell phone reimbursement

**Timeline:** Application deadline - April 16, 2021

Estimated start date - early to mid June

The Conservation Foundation is committed to creating a diverse, equitable and inclusive environment where everyone is valued and belongs. We seek to be an organization where each individual thrives and where unique views, beliefs and perspectives are respected and celebrated.

The Conservation Foundation is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law.

Please direct questions and resume to Gindi Orloff, Director of Finance & Administration at [gorloff@theconservationfoundation.org](mailto:gorloff@theconservationfoundation.org)