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DEVELOPMENT, MARKETING, AND COMMUNICATIONS DIRECTOR

Job Function (duties and responsibilities):

We are looking for a person to manage the North Alabama Zoological Society's fundraising, marketing, and public relation department.

Development, Marketing and Communications (DevMarComm) Department Director's responsibilities include tracking and analyzing the performance of campaigns, ensuring that all marketing and communication material is in line with our brand identity, and enhancing a favorable image of our company with employees, potential candidates, clients, potential customers, influencers and the public. As a member of the senior management team, the director will be involved in budgets, strategic planning, evaluation, and professional development initiatives. The director will be responsible over a group of volunteer specialist assigned to very specific roles relating to fundraising, PR, and marketing. The director needs to understand and be able to perform those roles in order to mentor the specialist and operate on a big picture level. As the department grows, the director will be responsible to work with team managers for identifying suitable candidates and mentoring them. The expectation is about 6+ hours a week.

Ultimately, you will help us build and maintain a strong and consistent brand through a wide range of online and offline marketing channels and public relations events.

- Develop strategies and tactics to get the word out about our society and drive qualified traffic to our front door
- Deploy successful marketing, development, and public relations campaigns with the associated department teams
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis

- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Measure and report on the performance of campaigns, gain insight and assess against goals
- Plan and budget for DevMarComm events, programs, and initiatives
- Design and review the online content in media announcements and media kits
- Develop and implement Development, PR, Marketing, and Branding policies and procedures with the associated team managers

The North Alabama Zoological Society (NALZS) is volunteer-run, and this is a volunteer position. There is an understanding from the organization that the selected volunteer will be using their own free time to accomplish the tasks of this position and their ability to commit time will vary. The candidate can expect the minimum commitment to be 1-2 hours per week or 6 hours per month and the expectation of follow-through on the tasks the volunteer has agreed to perform in the time agreed upon. There is a potential that this position could be a paid position. If the candidate is successful in procuring enough funds to support a paid position, this position would move from a volunteer role to paid position of a type yet to be determined (i.e., contracted consultant or NALZS employee).

Education/Experience:

- BSc/BA in Marketing, Communications, Journalism, or relevant field from a four-year accredited college or university strongly preferred.
- A proven track record of successful fundraising, PR, and/or marketing campaigns

Skills Required:

- Aptitude in presentation and public speaking
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up to date with the latest trends and best practices in online marketing and measurement
- Working knowledge of website management tools

- Excellent communication and teamwork skills
- Ability to generate creative ideas
- Attention to detail and outstanding organizational skills
- Good time-management skills