

# Marketing & Communications Manager

Volunteers for Outdoor Colorado  
Dos Chappell Bathhouse - Washington Park Office  
600 S. Marion Parkway, Denver, CO 80209



## About Volunteers for Outdoor Colorado

Volunteers for Outdoor Colorado (VOC) is a leading statewide nonprofit organization dedicated to motivating and enabling people to become active stewards of Colorado's natural resources. Colorado's outdoor resources contribute greatly to our health, happiness, and state economy, but they also face ongoing stresses and require care and stewardship to ensure long-term sustainability. Leveraging our decades of experience in outdoor stewardship volunteerism, we engage 3,500 volunteers in hands-on stewardship work each year. We also provide technical and leadership training and help other groups develop and grow effective volunteer programs. Finally we educate people about environmental stewardship and build a caring public who is engaged in active care of Colorado's natural spaces.

## Position Overview

VOC seeks a full-time Marketing & Communications Manager position who reports to the Development and Outreach Officer and is responsible for developing and implementing marketing and communications strategies that assist VOC in achieving its mission; raising awareness of the organization, its programs, and initiatives; and building the VOC brand across Colorado. This is both a strategic and tactical position responsible for managing VOC's two main websites, electronic communications, social media platforms, collateral materials, and media relations; and assisting with all aspects of planning and budgeting to successfully carry out the marketing function. The Marketing & Communications Manager works closely with VOC staff members as well as outside partners, vendors, contractors, and media contacts.

## Core Competencies

The following competencies are expected from all staff members at VOC:

- Communication: effective and timely communication, both orally and written
- Teamwork: works well with others, contributes to a positive team environment
- Service: provides exceptional service to customers, partners, volunteers, and donors
- Leadership: demonstrates leadership and decision-making abilities in the organization
- Initiative: assesses and initiates things independently and to help improve the organization
- Accountability: reliable and inspires trust in others
- Equity: commitment to engaging in practices that support inclusion in the organization

## Responsibilities

### *Marketing & Communications*

- Develop marketing goals and strategies for VOC to meet long-term and annual goals.
- Serve as the primary contact for all marketing and promotional activities across the organization.
- Uphold the VOC brand by assuring correct usage of brand guidelines in all external communications and marketing materials, signage, and displays. Ensure guidelines and communications are updated as needed to reflect the VOC brand.
- Develop and implement annual marketing and communications plans including paid advertising.
- Refine VOC communications with a JEDI (Justice, Diversity, Equity, Inclusion) lens

- Oversee the production and distribution of all print materials, including two annual mailed brochures and various promotional materials such as posters, flyers, and event invitations.
- Manage all online communications, including newsletters, blogs, targeted email blasts, and social media sites.
- Build and manage online and social media relationships with VOC volunteers and stakeholders
- Monitor, measure, and report on the effectiveness of communication and marketing strategies and tactics. Make recommendations for adjustments as needed.
- Assist in developing, tracking and actively managing and revising the annual marketing budget.
- Implement regular updates, maintenance, and improvements to the VOC websites; work closely with database provider and Engagement Coordinator to maintain effective integration with registration and donation platforms.
- Work with Development and Outreach Officer and Engagement Coordinator to strategically choose outreach events, and tailor engagement to event specifics.
- Initiate and deepen relationships with community partners for cross-promotion and brand awareness efforts.
- Follow, research, leverage, and share marketing and outdoor industry trends with staff and adjust strategies as needed.
- Ensure marketing/communication grant and sponsor deliverables are met and tracked; and assist with editing grant reports and proposals to be clear, concise, and compelling.
- Represent VOC at community outreach events, workshops and conferences.

#### ***Media Relations***

- Develop and cultivate media contacts and relationships.
- Manage incoming media inquiries and requests for information.
- Pursue opportunities for earned media coverage, including writing op-eds and the coordination of press releases and story pitches.

#### ***Organization/Program Support***

- Assist with fundraising strategies such as donor communications, marketing campaigns, and fundraising materials.
- Assist with non-project event planning regarding event promotion, securing necessary branded materials and collateral, and arranging for photo/video capture.
- Manage all branded gear including staff and board nametags, staff base and stipend clothing, volunteer nametags and hats.
- Manage organizational assets such as photos, videos, signage, promotional items, logos, letterhead, etc.
- Recruit and manage volunteer photographers for VOC projects and programs.
- Serve as historian for the organization by archiving materials, communications, and key organizational achievements.
- Track and archive all media coverage, including posting to VOC website.
- Participate in Board of Directors meetings as needed.
- Work with fleet manager to manage the branding and wrapping of VOC vehicles

***Attendance at evening and weekend events, with some travel, is required.***

## Qualifications

### *Education and Previous Experience*

- Bachelor's degree in communications, marketing, journalism or related field.
- At least 3-5 years of communications and marketing experience, ideally with a nonprofit organization, including hands-on experience with managing website and social media content, e-newsletters, print media, and donor communications.
- Very strong written communication skills with demonstrated ability to craft compelling messages across different platforms and for a variety of target audiences.
- Strong track record of successfully managing projects including meeting all deadlines, working effectively with vendors and key stakeholders, and taking initiative while ensuring appropriate reviews and approvals.
- Good understanding of visual identity and adherence to brand standards.
- Hands-on experience using website content management systems, electronic communication systems such as Constant Contact, Adobe creative suite, and social media management tools.
- Experience in working with marketing budgets; skilled in developing effective planning processes and tools.

### *Required Skills, Qualities and Abilities*

- Desire and ability to play a hands-on, implementation role, while at the same time having the creative and strategic capacity to see the larger picture and develop effective communication tools that fulfill the organizational strategic messaging.
- Demonstrated maturity and leadership with the ability to position marketing and communications at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all stakeholders including staff, board members, volunteers, donors, and other supporters.
- Self-starter, able to work well both independently and in a team environment.
- Eagerness to stay current and keep VOC apprised of evolving technologies and tools that affect the marketing/communications function.
- Desire and ability to share and leverage relevant and prominent external news from the 24-hour news cycle.

### *Physical Requirements*

Job duties include a general office environment, spent sitting and operating a computer and other office machinery, with occasional off-site and outdoor environments when attending outreach fairs or VOC projects in a Marketing & Communications role. Must be able to read, write, and communicate fluently in English.

## To Apply

Email a cover letter, resume, and compensation requirements to [jobs@voc.org](mailto:jobs@voc.org) as a single PDF, and include "Marketing and Communications Manager" in the subject line. Please list how you came across the job posting in the cover letter.

We are committed to building an organization that celebrates diversity and embodies inclusivity. We encourage and desire applicants from all backgrounds, ethnicities and walks of life to join our team and help grow a more inclusive outdoor stewardship community that engages all people.

No Phone Calls Please

Applications will be accepted and assessed on a rolling basis. Best consideration will be given to applications received by midnight on March 19, 2023.

*Compensation*

This is an exempt position with an annual salary range between \$50,000-\$55,000 based on experience.

VOC offers a competitive total rewards package of compensation and benefits including 100% employer paid health insurance, up to a 4% match on a 403(b) retirement plan, paid vacation and sick time, remote workdays and more.

NOTE: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.