



Montana Natural History Center

Connecting People with Nature

120 Hickory Street
Missoula, MT 59801
406.327.0405
MontanaNaturalist.org



Position Title:	<u>Marketing and Events Coordinator</u>
Position Category:	<u>40 hours/week, Non-Exempt</u>
Start Date:	<u>December 6, 2022 (or sooner per successful applicant's availability)</u>
Salary:	<u>\$18.00-\$21.00/hour, DOE</u>

WHO ARE WE?

At the Montana Natural History Center, we believe that nature-based education inspires connection to the outdoors, a love for the natural world, and in turn, inspired stewardship. Put another way, our mission is to *promote and cultivate the appreciation, understanding, and stewardship of nature through education*. To achieve this mission, MNHC offers a wide range of programming to children and adults in Missoula and western Montana:

- Visiting Naturalists deliver innovative, engaging curriculum for 4th-5th graders in the classroom and in local natural areas throughout the school year.
- State provider for the Montana Master Naturalist program, delivering courses in Montana flora and fauna throughout the year.
- Display interpretive museum exhibits and gardens on the natural history of Montana.
- Teach distance learning programs for youth in school settings, adult classes, and lectures.
- Teach adult classes on nature writing and natural history topics and lead guided walks and tours in the outdoors.
- Run exciting Homeschool and Summer Camp programs for youth in grades K - 8
- Publication of *Montana Naturalist* magazine and partner with Montana Public Radio to produce the *Field Notes* radio program

Here at MNHC, connecting to nature is not a luxury, but a necessity. We strive to build capacity and fundraise. Doing so enables us to help serve all Montanans in our region and engage our large community in MNHC programs.

WHO ARE YOU?

We value the benefits a diverse staff can bring to our organization. Whether you're an urbanite or mountain connoisseur from the east coast, west coast, North Pole, or Mars, you'll fit right in. Though we come from different places, the MNHC family is bonded by a deep commitment to our mission.

ABOUT MISSOULA

Missoula is a serene mountain town tucked away in the Northern Rockies of Montana, an outdoor enthusiast's dream! There are over 60,000 acres of wilderness to explore just minutes from downtown. Missoula's outdoor recreation opportunities make it an excellent location for getting outside. Enjoy hiking, kayaking, cycling, floating, backpacking, skiing, climbing and more! Missoula has incredible local restaurants, shops, live music, and arts and culture events. It is full of families, students, and people who appreciate and care for the outdoors!



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I. Scope of Position:

The Marketing and Events Coordinator will work directly with the Development Director to oversee the development and delivery of the integrated marketing strategy for the Montana Natural History Center (MNHC). Marketing efforts include online and printed materials, social media, annual giving campaigns, program and fundraising promotion, and membership efforts. This position also coordinates events, such as MNHC’s Annual Banquet and Auction, and assists with corporate donor recognition and other fundraising efforts.

II. Specific Responsibilities:

- Create and manage marketing efforts for the organization, in accordance with MNHC’s mission
- Perform the day-to-day marketing activities for events, programs, and development
- Build and manage social media presence
- Work with the Executive Director, Development Director, Education Director, and Communications Coordinator on marketing plan, editorial calendar, and implementation of marketing plan
- Manage MNHC’s marketing, events, and editorial calendars
- Work with the Development Director to coordinate layout, design, and brand message of all MNHC marketing materials and communications
- Create and distribute email newsletters
- Coordinate additional marketing communications, such as flyers, brochures, and exhibition-related projects
- Manage online registration system for events, fundraisers, and programs
- Manage merchandise design, acquisition, and inventory
- Create promotional campaigns for merchandise sales
- Write promotional copy for advertisements, social media posts, and email newsletters
- Work with the Development Director and Executive Director to set and meet annual membership goals and enhance value and benefits of memberships
- Coordinate membership renewal efforts
- Coordinate and represent the organization at outreach opportunities, such as booth and tabling opportunities at community events
- Manage Google Grant AdWords campaigns
- Update website content and events calendar
- Manage monthly report key performance indicators and other marketing analytics
- Manage the creation, design, and implementation of Annual Report

III. Minimum Qualifications & Requirements

- Bachelor’s degree or equivalent experience
- Experience in non-profit fundraising, marketing, and event planning
- Exceptional oral, written communication, and organizational skills
- Social media marketing expertise



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- Preferred computer skills: WordPress (or other website Content Management System), Adobe Creative Suite
- Valid driver’s license, clean driving record, and willing to use personal transportation (will be reimbursed for mileage)

IV. Benefits

- Paid vacation, holiday, and sick leave.
- Eligibility for 403(b) retirement plan, including a 1% match.
- Discounts for all MNHC programs.
- Full medical and vision coverage (start of coverage subject to a 90-day probation period).
- Participation in professional development opportunities and a reflective teaching community that values ongoing innovation and skill development to meet our educational goals. This includes training in environmental education best practices, ability to participate in professional organizations like the Montana Environmental Education Association, as well as, learning opportunities around natural history topics, fundraising practices and marketing tactics.

V. Reporting Relationships

The Marketing and Events Coordinator reports to the Development Director.

VI. Diversity, Equity and Inclusion

The Montana Natural History Center is committed to building a diverse community which is inclusive of people from all backgrounds. The Montana Natural History Center does not discriminate on the basis of race, color, religion, national origin, gender, disability, age, citizenship status, genetic information, marital status, sexual orientation, mental illness, or physical illness. This nondiscrimination policy applies to employees, volunteers, participants, and all aspects of our operations.

To apply please send a resume, cover letter and a list of three professional references to telfstrom@montananaturalist.org or Thurston Elfstrom, Montana Natural History Center, 120 Hickory St Ste A, Missoula MT 59801.

MNHC is accepting applications until October 29, 2021.



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