



## **Marketing and Development Assistant**

### **Fields Pond Audubon Center, Holden, ME**

**Maine Audubon** is hiring a Marketing and Development Assistant to join its dynamic team based in Holden, ME. Since 1843, Maine Audubon has worked to conserve Maine wildlife and wildlife habitat by engaging people in education, conservation, and action. Maine Audubon has eight public centers and sanctuaries across the state, seven chapters, and more than 10,000 members and supporters, making it the oldest and largest Maine-based conservation organization.

#### **Position Overview**

We are seeking an energetic Marketing and Development Assistant to promote Maine Audubon's mission and programs in central, northern, and eastern Maine. The person in this role will work closely with staff teams in greater Bangor and greater Portland to develop relationships with media partners, local businesses, and nonprofit partners, and significantly build Maine Audubon's base of members and supporters with an emphasis on Penobscot, Piscataquis, Aroostook, and Washington Counties.

#### **Duties and Responsibilities**

##### *Membership and Development*

- Working closely with the Development team, support acquisition and development of new members.
- Assist with building corporate partnership and membership in the greater Bangor area by serving as liaison to the Chamber of Commerce and working as part of the corporate partner team.
- Develop and oversee the process and systems for managing membership and donation transactions at Fields Pond Audubon Center, and communicating those transactions to Maine Audubon headquarters.
- Help give input on strategic growth and plan for building membership and partnerships in greater Bangor, and northern, central, and eastern Maine.
- Assist Northern Programs Director in developing partnerships with organizations and community leaders for collaborative programs and to market to combined/new audiences.
- Identify and attend assorted tabling events/opportunities to spread general awareness of Maine Audubon.
- Maintain and distribute membership recruitment materials and other public communications pieces.

##### *Marketing and Communications*

- Work with the Communications and Marketing Department to create print collateral for a wide range of audiences and needs including the promotion of public and educational programming, sanctuary signage, public education, and membership support.

- Oversee brand management for Fields Pond, ensuring that all communications from Fields Pond adhere to organizational standards, follow brand guidelines, and are consistent with the rest of the organization.
- Prepare and schedule regular social media posts (photos, videos, reels, livestreams) in conjunction with relevant staff.
- Photograph events, programs, meetings, and projects for use on social media and the Maine Audubon website.
- Develop and implement marketing and advertising campaigns including use of digital marketing, paid advertising, targeted email marketing, e-newsletters, and other tools to promote Maine Audubon's programs, sanctuaries, and activities in the northern region.
- Assist the Communications Department with media relations, maintaining media database, writing press releases, responding to queries, and doing media pitches.

## **Skills and Background**

- A degree in communications or marketing is preferred
- Fluency in GoogleSuite products and excellent knowledge of social media platforms such as Facebook, Instagram, LinkedIn, YouTube, Threads, and X
- Prior experience in marketing or social media, with working knowledge of scheduling tools
- Experience or familiarity with design and photo-editing tools including Adobe Creative Suite, Canva, or Adobe Lightroom
- Experience working with constituent databases
- Eagerness to learn about new innovations and software
- Excellent communication skills
- Experience working and interacting with the general public, especially with people who represent diverse viewpoints and constituencies
- Ability to switch efficiently among different cultural frames of reference and communication modes
- Experience with nonprofit organizations, particularly with nonprofit fundraising
- Excellent time management skills
- Ability to work independently and efficiently with little supervision, yet stay in regular contact with other development and communications staff in greater Portland
- Ability to represent Maine Audubon's mission, goals, and philosophies with the highest professional standards
- Interest in and knowledge of environmental issues, wildlife, and birding is a plus
- Ability to maintain a flexible work schedule that may require occasional early morning, night, or weekend work

## **Maine Audubon offers a full benefits package including:**

- Paid time off, including vacation days, sick days, personal days, and holidays
- Paid health insurance
- Flexible Spending Account and Dependent Child Care Account available
- Short Term/Long Term Disability and Life Insurance paid by employer
- 403b plan with 4% employer contribution – no match required

**To apply:** Please send resume and cover letter to [careers@maineaudubon.org](mailto:careers@maineaudubon.org) with “Marketing and Membership Assistant” in the subject line. We encourage you to apply even if you don't meet 100% of

the requirements but believe that you would be a good fit for this position. Application review will begin 7/22/2024. Position will remain open until filled.

*Maine Audubon is an Equal Opportunity Employer. We do not discriminate on the basis of race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, age, disability, veteran status, or any other aspect of identity protected by applicable federal, state, or local law.*

*All job offers are contingent on a successful criminal background check.*