



POSITION DESCRIPTION

Position Title	Director of Marketing and Special Events
Department	Marketing & Public Relations
Reports to	Executive Director
Fair Labor Standards Act Status	Exempt
Salary Range	\$27,000-\$32,000
Benefits	TIAA-CREF tax-deferred savings plan, Health Saving Account medical plan, vacation leave, sick leave, holiday pay, FNA membership privileges

To Apply: Send your resume and cover letter to: Tom Arndorfer, tarndorfer@fontenelleforest.org, or Fontenelle Nature Association, 1111 Bellevue Blvd. North, Bellevue, NE 68005. Questions: 402-731-3140, ext. 228

Purpose of Position

- Plan and implement marketing and promotion of Fontenelle Nature Association and its programs and events
- Plan and execute major special (public) events and selected membership events

Basic Job Standards

Job Knowledge/Self Development
Productivity
Quality
Initiative
Dependability
Communication
Professional Conduct/Adaptability/Cooperation
Decision-Making/Problem Solving

Position Specific Standards – Marketing

Design marketing and promotion plan for the organization
Implement marketing and promotion plan for the organization
Develop budget and report on expenditures; stay within budget parameters for marketing and promotion
Concept development and implementation for promotion of organization
Assist with acquiring and communicating with media partners
Oversee organizational use of branding guidelines
Oversee website design and content management
Provide report on marketing and promotion, as required
Participate in marketing/promotion related meetings, as required
Participate in strategic planning and goal setting for the organization and the Development Department

Position Specific Standards – Special Event Management

Coordinate and execute the major special (public) events of the organization, as specified each year
Prepare marketing/promotion plan for special events
Assist with taking care of sponsors of special events
Perform exhibit/event research
Perform exhibit/event management
Provide report on special events, as required
Participate in special event related meetings, as required
Participate in strategic planning and goal setting for the organization and the Development Department



POSITION DESCRIPTION

Position Specific/Supervisory Standards

Hiring/supervision/training/orientation/development of Graphics Manager
Budget management
Leadership
Program development
Staff/Team development
Community development
Organizational perspective
Presentation/acceptance

Qualifications

Strong skills in written and oral communication
Detail oriented with strong skills in organization
Ability to multi-task
Ability to work under pressure and to meet deadlines
Ability to work cooperatively within a large group

Education and related work experience

Bachelor's degree
Minimum of three to five years of work-related experience in Business/Marketing/Management/Public Relations or related field
Basic knowledge of website design and management
Basic knowledge of best business practices for a nonprofit organization

Other Skills and Qualifications

Proficiency in Microsoft software such as Word/Access/Excel
Proficiency in purchasing media
Willingness and ability to work flexible hours which may include evenings and weekends
Skill and ease with on-air interviews
Skill and ease with verbal presentations

Physical Demands

Long periods of time at desk/computer
Some moderately heavy physical labor, such as setting up and striking tables/chairs
Walking trails and boardwalk
Driving

Fontenelle Nature Association is an equal opportunity employer. All personnel receive a background evaluation upon employment