

Michigan United Conservation Clubs

Director of Marketing & Communications

Position

The Director of Marketing & Communications (DMC) leads MUCC's content marketing and organizational branding; manages online and print publications and products; oversees media relations and social media, collaborates with program staff on campaigns, collaborates with the development team on strategic fundraising initiatives, and oversees the integration of website and email marketing tools with MUCC's customer relationship management system.

This senior-level position reports to the MUCC Chief Executive Officer (CEO). This position will also oversee and be the primary point of contact with an external marketing firm to support growth initiatives.

Responsibilities

Strategic Planning

The Director of Marketing & Communications sets the overall organizational strategy for communications, finding the nexus between what the organization wants to communicate (internal goals, program information, advocacy) and what the community is most interested in. By identifying trends, overseeing public opinion research and message development and monitoring current events, MUCC anticipates opportunities to engage in and define the discourse surrounding Michigan's conservation matters.

Brand Management

The DMC ensures the strength and integrity of the MUCC brand across all of its programs and communications channels. By establishing positive associations and strong brand awareness, the DMC builds supporter loyalty and discourages opposition to the organization's policy priorities. The DMC also ensures that the brand is consistently applied through production management and is responsible for training staff on communication essentials and brand awareness.

Public Relations

MUCC's success is highly dependent on building coalitions and using other conservation organizations to amplify its messages, so the DMC must maintain a strong understanding of the conservation, hunting, fishing and trapping community. The DMC builds and maintains long-term relationships with influential voices in the media to ensure MUCC's mission is at the forefront of conservation news. The DMC will design and manage

press outreach (including media releases, interview preparation and responses to media requests), help connect program staff to media members for greater amplification of messaging and prepare materials for broader coalition use in elevating MUCC's messages.

Digital Communications

MUCC looks to ramp up its digital marketing efforts. The DMC will lead that effort, work with the MUCC Systems Manager and external marketing firm, and track and analyze relevant metrics and performance data to inform the strategy. Working with the development, program and policy teams in the organization, the DMC will optimize digital advocacy and increase campaign impact, funds raised, and list growth through online marketing, organizing and acquisition strategies. The DMC stays informed on emerging online technologies through relevant resources, training and conferences; implements best practices for online programs; and manages contractors to adopt new technologies and troubleshoot technical problems.

Membership Growth

Growth among MUCC ranks will come holistically from the DMC's work. In addition to the duties above, the DMC will also work with the development director (DD), CEO and external marketing firm to strategize, implement, and regularly analyze membership campaigns.

Budget Development

The DMC will work directly with program staff to identify critical areas of marketing and communications need and potential growth before working with the CEO to outline, amend as required and implement marketing/communications budgets across the MUCC brand.

Department Growth

The DMC will be responsible for the day to day tasks, including but not limited to magazine and digital advertising sales, social media, content upload, graphic design and initial copywriting as well as overseeing the work of the external marketing firm. As organization revenue increases based on successful marketing initiatives, growth of the marketing and communications team is expected and these day to day tasks will later be assigned to new staff or contractors.

Publications

Be a point of contact and provide oversight and feedback to the contractor that will be responsible for all editorial duties for Michigan Out-of-Doors Magazine.

Work with (lead) assigned staff on layout and design for TRACKS magazine.

Base Qualifications

- Five years of relevant professional experience, preferably in marketing, advertising, public relations or communications.
- Preferred Bachelor's degree in a related field or additional life experience in related field, such as marketing, public relations, communications or advertising
- Demonstrable experience in messaging execution across diverse communications channels and media
- Exceptional communication skills in writing, editing, listening and presenting
- Excellent organizational skills and experience with project management
- Highly collaborative and resourceful team player
- A markedly strong work ethic evidencing conscientiousness and attentiveness
- Experience with email marketing tools and CRMs (preferably Neon)
- Experience in managing a fiscal year marketing budget for allocation
- Experience in publication production (annual reports, direct mail, research reports, newsletters, fact sheets)
- Proficiency in Microsoft Office programs with an aptitude to learn new applications
- Proficient with the Adobe Suite
- Passion for MUCC's mission, members and partners

Compensation

Package

The Director of Marketing & Communications position includes a full-time salary range of \$65,000-75,000 commensurate with experience, medical, dental and vision benefits, the opportunity to contribute to a 403(b) retirement program and a flexible schedule. Must be able to work an occasional evening and an occasional weekend. Professional development goals will be based upon mutual agreement to ensure the organization's collective success.

MUCC offers generous paid time off that includes major holidays, the week between Christmas and New Year's Day, and Fridays off from the 1st of July through Labor Day.

Position is primarily in-person and based out of MUCC's Lansing office.

To Apply:

Please send a resume, cover letter, and three references to Business Manager Kelly Wriggelsworth at kwriggelsworth@mucc.org. This posting will close on May 20, 2024 or when filled.