



Position Description: **Marketing and Event Coordinator**

The Marketing and Event Coordinator's responsibility to cultivate positive top of mind awareness among customers is fulfilled through the implementation of Chirp Nature Centers' Marketing Plan. These responsibilities generally include advertising, event coordination, social media management, content creation, and community outreach.

Chirp's mission to inspire connection to nature through the wonder of wild birds, when combined with its reputation for a unique retail experience and exceptional customer service, results in a unique community of nature-loving enthusiasts. Chirp's marketing efforts support and grow this community while embracing the strong sense of well-being that comes from nurturing nature.

While wild bird-related experience is not a prerequisite for Chirp, a love of people and nature is. Success in this position relies on an innate ability for clear and thoughtful communication, the capability to quickly master new skills, and a capacity for empathetic connection.

Position Expectations and Responsibilities

Marketing Coordination

- Develop, implement, and maintain an efficient and effective marketing plan for Chirp locations
- Increase overall engagement and sales through implementation of specific campaigns
- Conduct ongoing competitive research to ensure superior products and experiences
- Increase job knowledge by participating in educational opportunities and embracing a life-long-learner mindset
- Effectively balance flexibility with focus

Advertising Implementation

- Identify, plan, track, and place advertising in a variety of advertising channels
- Collect, analyze, summarize, and report on ad effectiveness data

Social Media Management

- Manage Chirp's channels including social media platforms and newsletters
- Collect, analyze, summarize, and report on participation data

Content Creation

- Create compelling marketing assets, consistent with Chirp's established branding, to be featured on various advertising and social media channels
- Assets can include digital banner ads, display print ads, radio spots, transit posters, point of purchase signage, flyers, rack cards, blog posts, coupons, email newsletters, videos, and press releases

Event Planning & Hosting

- Plan and implement an engaging calendar of nature-themed events
- Recruit and collaborate with featured talent that includes award-winning authors, wild-life specialists, and naturalists for virtual and live events
- Manage associated event elements, including event promotion, registration, talent, set up & tear down, broadcasting, and attendees
- Preemptively communicate, collaborate, and problem solve event details with stakeholders

Community Outreach

- Establish and maintain meaningful relationships with enthusiastic nature-lovers and customers
- Partner with like-minded organizations and people through innovative outreach programs

+ Other duties as assigned



Preferred Qualifications, Skills & Experience (in order of importance)

- Honesty, reliability, and integrity
- Eagerness and capacity to embrace, and quickly master, new skills and procedures
- Empathy and compassion, ability to connect well with others, a sense of humor
- Excellent verbal and written communication
- Ability to multitask and perform with grace under pressure
- Strong sense of good visual design and aesthetics
- Project management
- Event hosting and coordination
- Social media management
- Virtual meeting and live streaming management
- Proficiency in various related software tools such as Asana, Google Docs, Wordpress, MailChimp, Keynote, Zoom, ReStream, Facebook, Instagram, Twitter, Adobe Illustrator, Photoshop, Indesign, Premiere, etc.
- Content creation in a wide variety of media, including copywriting, scriptwriting, video/audio recording and editing, graphic design, and social media platforms
- Two years of marketing-related experience preferred

Work Hours & Location

- Full time - approximately 40 hours a week, with project-based flexibility to work on weekends and outside typical work hours as needed
- Hybrid virtual working environment combines predominately remote work with periodic onsite meetings and events at Chirp