



JOB TITLE: Director of Marketing

REPORTS TO: President/CEO

JOB DESCRIPTION: Olmsted Parks Conservancy has a mission to restore, enhance and forever protect Louisville's Olmsted-designed parks and parkways. The Conservancy is a high-functioning, results oriented, collaborative environment and the Director of Marketing must display a passion for our parks and strategic thought leadership.

JOB SUMMARY: The Director of Marketing collaborates with key stakeholders to develop and execute a comprehensive, integrated marketing and communications plan. The Director must be a strategic thinker that delivers and inspires team excellence. The Director must have a passion for innovation and creativity, an inspiring leader who is comfortable with change and displays a positive attitude. The Director is responsible for leading development and execution of marketing strategy, writing and storytelling, branding, public relations, workflow development and related budget management. The Director of Marketing serves as board liaison to the Communications Committee and collaborates with Louisville Parks and Recreation Marketing & Public Affairs staff, as needed.

ESSENTIAL DUTIES AND TASKS:

- Development and execution of strategic marketing and communications plans to increase and drive awareness of Olmsted Parks Conservancy using historical campaign performance, consumer analytics, and competitive intelligence. These plans must disseminate organization messages across multiple platforms and channels that include advertising, print materials, website, social and digital media, media relations, and annual report.
- Act as strategic communications thought leader and partner for President/CEO and other functional leaders, ensuring consistent messaging to all audiences is developed, created and produced. Responsibilities include message development and creation, editing, presentation development, script writing, collateral development, etc. as necessary.
- Define, maintain and communicate the Olmsted Parks Conservancy brand, its purpose, values and overall brand standards. Ensure agency staff awareness of and adherence to brand standards and marketing protocol when promoting and publicizing events and programs. Accountable for development of agency library of marketing materials.
- Develop and manage marketing and communications budget for organization ensuring partnership with organization staff to efficiently plan and budget annually. As budget allows and work content requires, retain and manage third party vendor partners to deliver best in class work product.
- Critical analytical assessment of campaigns, industry data, and relevant marketing, advertising and public relations trends to deliver innovative programs to all stakeholders based on the strategic plan of the Olmsted Parks Conservancy. Review, revise and remove or add communications materials and programs as necessary to meet the needs of the park users, donors, volunteers and other key constituents.

- Oversight of content development, editing and production of external messaging including regular review and audit of communication purpose and platform ensuring new, innovative and relevant communications tools and channels are leveraged. Provide copywriting and editing leadership to other area managers, as needed.
- Demonstrate an ease with executing marketing projects using online technology and printing methods. Maintain website with current content and updates, manage email communications on behalf of the organization and track success. Oversight of development, editing and updating the Annual Report, event programs, guides and other print marketing and collateral materials for the Conservancy.
- Continuously improve our marketing campaigns by understanding, and where applicable, taking advantage of new communication channels, technologies, and evolving marketing platforms.

REQUIRED QUALIFICATIONS:

- Appreciation of Louisville's park assets and commitment to the mission of Olmsted Parks Conservancy
- Bachelor's degree in Marketing, Communications, Business or related field
- 3-5 years of marketing or communications experience
- Experience optimizing marketing activities by leveraging analytics, conducting A/B tests, and applying insights to improve performance
- Demonstrate an ease with new and emerging technology and the ability to manage change
- Excellent planning and organizational skills with demonstrated ability to meet deadlines while implementing multiple projects
- Ability to convey accurate, detailed and complex messages in written and verbal communications across wide range of communications channels
- Demonstrated success leading web-based, digital and print marketing and communications programs
- Projects a highly credible and polished image on behalf of the agency. Strong executive presence and experience working with all levels of leaders in an organization and community partners.
- Excellent computer and office equipment skills including proficiency in Wordpress, Microsoft Office, social media platforms, Google Analytics, Emma, Mail Chimp, and Adobe Creative Suite
- Discretion and maturity in handling confidential information

Work Requirements:

- Must be willing to work evenings and weekends as necessary.
- Competitive salary and a benefits package that includes medical insurance, holidays, vacation, personal time-off, and a 401(k)-retirement savings plan.