



PEEC

Pajarito Environmental
Education Center

PEEC Marketing & Communications Manager

About PEEC: The Pajarito Environmental Education Center (PEEC) is a 501(c)3 nonprofit funded by donations, memberships, and contracts for services. Our mission is enriching people's lives by strengthening their connections to our canyons, mesas, mountains and skies. We are the operators of the Los Alamos Nature Center in Los Alamos, NM. Our website is www.pecnature.org.

Summary: The Marketing and Communications Manager works closely and collaboratively with other PEEC staff to achieve our strategic, operating, and business objectives. Reporting to the Executive Director, the Marketing and Communications Manager's primary responsibilities are to build, maintain, and execute all organizational marketing, publicity, and communications. They generate compelling content for and manage PEEC's communications platforms, including but not limited to the PEEC website, newsletters, marketing materials, social media, and press releases. **To apply, send a resume and cover letter to employment@pecnature.org.**

Salary, Hours, and Benefits: This is a full-time (40 hours per week) salaried position. Some evening and weekend hours will be required. Most of the work takes place at Los Alamos Nature Center, with some flexibility for remote work. The starting salary range is \$43,000-\$57,000 per year, based on experience. Our employee benefits may be viewed here: <https://pecnature.org/about/policies/>

At PEEC, we work hard, but we know that family and life come first. We help each other and cover for each other. PEEC is an equal opportunity employer, and we encourage applicants that help us achieve our goal of having a workforce with a diversity of backgrounds, experiences, perspectives, and skills.

Required Qualifications:

- Bachelor's degree in a related field and/or 2 years of experience directly related to the duties and responsibilities specified in this job description.
- Demonstrated success with print, web-based, and social media marketing.
- Ability to work both on a team and independently with minimal supervision.
- Excellent written, presentation, oral communication and interpersonal skills.
- Ability to synthesize and convey complex information to the general public.
- A creative and strategic thinker with good judgment, problem solving skills; able to make independent decisions in a changing environment.
- Organized and detail-oriented.
- Ability to manage time, provide deliverables, and meet deadlines.

Desired Qualifications:

- Knowledge of best practices for writing, marketing, and publishing on different platforms, especially social, print and digital media.
- Software skills desired: WordPress; Adobe Creative Suite; SquareSpace; MailChimp or similar email service provider; Neon or similar database; Microsoft Office Suite.
- Excellent graphic design skills.
- Video editing skills.
- Demonstrated ability to write press releases.
- A love of nature and the outdoors.

General Responsibilities:

- Ensure that our community has ample opportunities to be aware of PEEC and its program and event offerings, and that visitors to northern New Mexico are easily able to find out about the nature center and why they would want to visit.
- Publicize all aspects of PEEC, including public programs, school programs, gift shop, changing exhibits, fundraising efforts, and news, through a variety of media.
- With other staff and volunteers, design, write, and publish quarterly printed newsletter, annual report, and other written documents for PEEC.
- Ensure that all PEEC communications follow a single brand identity. Make changes to PEEC's online and printed materials as necessary to keep our look fresh and relevant.

Key Areas of Responsibility:**Management and Administration**

- Establish, implement, and monitor short- and long-term marketing, communication, and outreach goals and objectives. Provide data and updates on marketing tasks and public engagement in monthly and quarterly reports.
- Work directly with other PEEC staff to develop, manage, and coordinate outreach to internal and external constituents.
- Lead, manage, and direct the development, implementation, and completion of strategic marketing and communication plan for PEEC.

Program Advertising and Public Presence

- Create a quarterly program flyer listing all programs scheduled for those three months.
- Ensure all programs are listed and up to date on PEEC's website.
- Send program listings and press releases to local and regional news outlets.
- Create engaging publicity and advertising materials for PEEC events and programs.
- Create and send a weekly electronic and quarterly print newsletter.
- Create and post original content and share relevant posts to social media regularly.
- Maintain PEEC's website, including soliciting, editing, and posting content for blogs.
- Edit and upload recorded talks to PEEC's YouTube channel.
- Create and maintain printed materials such as brochures, program flyers, annual reports, business cards, etc.
- Organize PEEC's monthly photo contest and design the annual photo contest calendar.

Other Duties

- Participate on planning committees and work onsite for some PEEC events.
- Be trained and available to help staff the nature center, as needed.
- Represent PEEC at outreach events in Los Alamos and throughout northern NM.
- Take photos at larger PEEC events and as requested at programs, field trips, etc.
- Other duties as assigned