



MARKETING MANAGER

The Leave No Trace Center for Outdoor Ethics protects the outdoors by teaching and inspiring people from all walks of life to enjoy them responsibly through cutting-edge education programs and research that reach millions of people every year. Visit www.LNT.org to learn more.

We seek a marketing professional to help expand the Center's aperture and execute the newly created marketing Scope of Work created with our marketing agency.

Key Goals With This Position:

- Strategically reposition Leave No Trace in the outdoor/environmental space.
- Expand our education, sustainability and outreach offerings into everyday life and for a broader audience.
- Attract and attain more constituents. Additionally, through a comprehensive marketing program, we would like to establish Leave No Trace as the leading environmental voice in the outdoors
- Develop a powerful communications and marketing arm resulting in increased public engagement and partnerships.

Core Responsibilities Include

- Leading the development and execution of a comprehensive marketing strategy plan that integrates and works with the entire Leave No Trace team and external agencies and groups to ensure that marketing goals are met organization-wide.
- Managing various core digital functions: Responsible for Leave No Trace website to ensure brand objectives are being met, SEO optimization, programs such as Google AdWords, and more.
- Working in partnership with Development and Communications Manager as well as Deputy Director and others on communication strategy, calendars and functions such as social channels, newsletters, podcasts, action alerts and constituent campaigns to ensure brand relevance.
- Ensuring brand identity in cooperation with relevant staff to see that messaging and marketing is consistent and built into our internal workings and that of our 600+ partner groups.
- Identifying trends, monitoring current events and influencers to anticipate opportunities for Leave No Trace to engage or lead the national environmental conversation.
- Guiding a strategy on press outreach including maintaining database of press, developing press kits and working with communications team on responses and outreach to media.

- Coordinating with state tourism agencies and their marketing arms to optimize state-specific Leave No Trace marketing campaigns and integrate these marketing efforts into the Center’s strategy.
- Working with merchandise team on all aspects of Leave No Trace merchandise development, strategy and sales channels.
- Developing customized, segmented messages for constituents and partner groups
- Building a powerful Leave No Trace constituency; supporting membership and development staff with fundraising events, appeals, other related marketing efforts as assigned.

Skills and Qualifications

- Professional experience including marketing, social media, brand management, public relations, and communication.
- Demonstrated skills, knowledge and experience in successful development and execution of marketing campaigns.
- Strong creative, strategic, analytical, organizational, and interpersonal skill with the ability to manage multiple-diverse projects.
- Excellent writing, communication and editing skills.
- Experience developing and implementing successful social marketing strategies.
- Demonstrated resourcefulness in understanding and setting priorities and guiding programs.
- Proven track record in developing a broad spectrum of proactive media relations campaigns for a diverse audience.
- Personal qualities of integrity, credibility and a commitment to the Leave No Trace mission.

Application Process and Timelines: Please submit a resume and cover letter to Employment@LNT.org with the position title in the subject line. No phone calls, please.

Salary Range: \$50,000 – \$60,000 annually based on commensurate skills and experience. A flexible schedule and a great work/life balance are part of the culture of this award-winning organization. Excellent 100% covered health, retirement, and time-off benefits are included.

The Leave No Trace Center for Outdoor Ethics is for all people and the Center recognizes that every person’s relationship with the outdoors and natural world is unique and personal. Guided by this foundational principle, the Center is committed to building an organization that celebrates diversity and embodies inclusivity. We strive to continually evolve as individuals, as an organization, and as an ethic that is relevant to all people that go outdoors. We endeavor to diversify our workforce and encourage and desire applicants from all backgrounds, ethnicities and lived experiences to join our team.

All employment decisions at the Leave No Trace Center for Outdoor Ethics are based on business needs, job requirement and individual qualifications, without regard to race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

Work Location: Leave No Trace is based in Colorado; however, after sufficient in-person on-boarding, remote work is an option with some in-person time required in Boulder, Colorado.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation by contacting Leave No Trace.