



## Evergreen Mountain Bike Alliance Senior Marketing Manager Job Description

---

### Evergreen Mission:

Evergreen is a 501(c)(3) nonprofit organization with the mission of creating and protecting sustainable mountain biking opportunities in Washington State.

### Summary of Position:

Evergreen is looking for a Senior Marketing Manager to

- Plan, lead, and implement its Marketing and Communications strategy;
- Develop and execute publications for annual fundraising campaigns and community events;
- Manage all media relations activities
- Develop and maintain strategic vendor & corporate partnerships; and
- Oversee Evergreen staff in social media posts and graphic design efforts to provide an engaging and rewarding membership experience for members and volunteers.

Success in this position means increasing Evergreen's visibility across the state, identifying opportunities to highlight Evergreen's advocacy, volunteerism, membership and trail building successes, and meeting the organizations strategic plan and fundraising goals.

Work tasks include campaign and event strategy, planning and oversight, developing and writing newsletters and advocacy alerts, creative writing, event announcements/presentations, project management of the overall MarComm Strategy implementation, developing ads and collaborating with board committee members, statewide chapters, as well as overseeing website development tasks and effectiveness monitoring.

As a lean non-profit organization, the duties of this position are broad and require a diverse set of skills. We're looking for a strategic thinker with long-term vision and storytelling skills who can multi-tasks, thrives in a fast-paced environment, and is a fast learner comfortable with taking initiative. Excellent communication and creative writing skills are a must.

If you're driven by tackling variety of tasks all at once, can see inspiration and exciting stories in community events, and savor the idea of taking the *good* and making it *great*. A high level of mountain bike experience isn't necessary—but passion for it is a must!

This position is based in Seattle, WA, at our (modest) headquarters in Greenlake.

**Reports to:** Executive Director

### Responsibilities:

#### Marketing

- Develop and implement Evergreen's overall marketing strategy and strategic plan communications.
- Identify new marketing channels to expand mountain biker reach and increase total members.
- Create a community and social media content production workflow to highlight projects and volunteer work statewide and oversee Evergreen's Community Engagement Coordinator in implantation.
- Work with and oversee contract and volunteer videographers and graphic designers to produce fundraising, event, and other outreach materials such as flyers, posters, PSA's and media releases.
- Maintain relationships with local shops, corporate partners, and develop strategic partnerships and sponsorships
- Serve as an ambassador for the Evergreen brand and deliver Evergreen presentations or announcements at community events.

## Communication

- Oversee and assist with statewide chapter communication strategy, newsletters, and social media.
- Author or edit blog posts, press releases, action alerts, or other articles for distribution as needed.
- Cultivate media contacts with the ability to communicate events anywhere in the state.
- Distill sometimes dry or technical language about land use and recreation policy into a conversational and engaging tone to educate members and followers.
- Provide excellent customer service to both members and non-members who may connect with Evergreen with complaints or concerns.

## Fundraising

- Create, storyboard, and execute annual campaigns.
- Stay abreast of community interests and passions to determine best angle of approach for campaigns.
- Remain connected with chapter heads for needs, concerns, or story topics for use in campaigns.
- Continue to refine tools and technologies used to improve campaign outcomes and results.

## Events

- Project manage the Evergreen Mountain Bike Festival, including vendor and community communications, media outreach, and advertisement.
- Oversee and assist chapters with community events and assist in development of corporate partners and title sponsorships.
- Maintain ongoing publication schedule for upcoming events for Evergreen chapters and HQ.

## **Required Qualifications:**

- BA Degree, preferably in Communications, Journalism, or Marketing.
- Proficiency with Microsoft Office suite and Google Drive/Apps.
- Familiarity with HTML. Joomla experience a plus
- Writing/reporting experience.
- Some graphic design experience.
- Highly organized, with attention to detail and an ability to switch from strategic to tactical quickly.
- Excellent communication skills and a passion for customer service.
- Comfort in a lean and fast-paced environment.
- Ability to work weekends and evenings as needed for events and volunteer work parties.

## **Desired Qualifications:**

- Proficiency in Adobe Creative Suite, specifically PhotoShop & Illustrator
- Proficiency in HTML.
- Proficiency with Joomla or other website CMS.
- Movie editing experience.
- Public speaking experience

**Classification:** Exempt.

**Hours:** Full time. Work on weekends and in evenings is expected for education, volunteer, and other Evergreen events, particularly during busy summer season.

**Compensation:** Commensurate with qualifications.