

Full-Time Marketing Director

RED RIVER GORGE CLIMBERS' COALITION



The Red River Gorge Climbers' Coalition (RRGCC) is a local climbing advocacy organization that works to ensure access to and effectively steward climbing areas in the Red River Gorge region of eastern Kentucky. We believe that, through coordination among climbers and local landowners, we can find ways to make climbing in Eastern Kentucky sustainable and beneficial for all.

The RRGCC works to secure the highest quality climbing opportunities, whether on public or private land. We focus on making climbing sustainable for climbers & the environment, we provide exemplary stewardship of the lands where we climb, and we educate climbers about access issues through encouragement and participation. [Visit our website to learn more about our work.](#)

To help amplify our story, we are adding a Marketing Director to our team. This is a full time position with competitive pay and benefits.

What does our Marketing Director do?

The RRGCC does a significant amount of strategic work, stewardship work, education work, and community work in Kentucky and the US. Our Marketing Director will work closely with the Executive Director and functional committees to publicly position our organization, overall brand, and the variety of ways that we engage with our members, community, and general audiences. The position reports directly to the Executive Director and is responsible for all duties listed herein along with any other duties as explicitly assigned by the BOD.

Our Marketing Director should be a highly organized and independent worker who is a strong communicator that will manage a variety of projects and lead both the Marketing & Membership committees. They must be well-versed in all aspects of public relations, social media content creation, marketing & campaign management, and fundraising. They should have an excellent working knowledge of not only the Red River Gorge and its climbing community, but also social marketing platforms and how to generate and grow a network of media contacts that they nurture regularly. They will build our internal public relations program including recommendations, deliverables that best tell our story, and work with our Executive Director, Board of Directors, and Committees to identify opportunities for marketing.

Our Marketing Director will also be fully dedicated to capturing and promoting the RRGCC brand with the goal of RRGCC being positioned as a resource, thought leader, and influencer in the climbing community. The Marketing Director will act as a guardian and guide, keeping our brand active, current, and cohesive across multiple channels. They will identify and suggest ways for us to engage with external audiences, develop creative brand materials, and maintain brand integrity across all company marketing initiatives and communications.

GENERAL RESPONSIBILITIES

EXTERNAL

- Serve as a subject-matter expert for public-facing programs, social media content creation, and overall marketing management
- Develop, present, and execute external marketing and social media strategy plans to meet pertinent organization goals
- Manage a variety of projects – content calendars, RRGCC events, RRGCC membership program, social media, website maintenance, branded merchandise, and more

- Keep staff & Board informed of promotional opportunities (articles, awards, tie-ins to partnering social campaigns, etc.)
- Work within budgets and estimates to match organizational spending goals
- Work in conjunction with all teams and committees to measure key performance indicators for all projects
- Stay up to date on current social media trends and best practices

INTERNAL

- Develop overall RRGCC brand strategy, including the development and maintenance of style guides, brand guidelines, brand vision and value proposition for short as well as long term
- Assist with the development of new fundraising opportunities, providing brand collateral and case studies
- Create and manage a library of promotional collateral to establish and maintain our brand
- Manage budgets for advertising and promotional items
- Constant awareness of peer organization and industry trends
- Develop membership surveys, cataloging success and testimony
- Develop and maintain a RRGCC archive of work, categorized by service area
- Research ongoing industry and brand practices

DESIRED SKILLS & QUALITIES

Mission-Focused — Motivated to create lasting change that leads to the protection of climbing areas in the Red River Gorge and experience in mission-based work environment. Able to inspire philanthropic support for the mission.

Results-Oriented — Exemplary ability to work well within a fast-paced, supportive and collaborative environment, while also demonstrating leadership as the organization's subject matter expert. Demonstrates a focus on results, promotes innovation, and is willing to take risks. Sets and maintains high performance standards for self and others in support of organization's strategic plans and annual goals.

Strategic Thinking — Strategic thinker who is also comfortable with day-to-day execution. Understands and embraces the spirit and work ethic of the nonprofit workforce, where employees & volunteers put in extra effort to get the work done.

REQUIREMENTS

- Proven success in public relations, media management, social media marketing & campaigns, as well as content creation
- Strong interpersonal and communication skills
- Creative problem solving & critical thinking
- Exacting attention to detail
- Ability to maintain accurate schedules and budgets
- Diplomatic and supportive team member
- Flexibility to adjust to last minute schedules and unknowns
- Solid writing and research skills
- Community & globally minded
- Self-motivated & open-minded
- Robust knowledge of the Red River Gorge and its climbing community

PREFERRED BUT NOT REQUIRED SKILLS

- 1-3 years experience at a creative, advertising, or marketing agency, or similarly related role
- Knowledge and experience with common monitoring and reporting tools for Social Media and PR
- Experience with creative content tools like Adobe Suite and Canva
- Interest in historical and current trends in climbing/stewardship/environment/land acquisition & preservation

EDUCATION & EXPERIENCE

Bachelor's degree, non-profit experience.

SALARY

This is a full-time, exempt position with a starting salary range of \$35,000 - \$40,000.

BENEFITS

- Stipends for healthcare & retirement
- Unlimited PTO

EQUAL OPPORTUNITY EMPLOYER

The RRGCC workplace is one in which individual differences are recognized, appreciated, respected, and responded to in ways that fully develop and use each person's talents and strengths.

We are committed to building and sustaining an inclusive and equitable work environment for all team members.

Because we value the diversity of the people we hire and work with, we are proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military or veteran status.