



KENAI MOUNTAINS-TURNAGAIN ARM
NATIONAL HERITAGE AREA

MARKETING AND EVENTS MANAGER

Position Title: Marketing and Events Manager

Reports to: Executive Director

Compensation: \$28-\$31/hr depending on experience; benefits include paid holidays, paid time off, Simple IRA w/3% company match, and a \$1,000/yr technology equipment stipend

Status: Employee, 30-40 hrs/wk, non-exempt (higher volume event and program weeks will likely require more hours)

Location: Remote work from home for regular workdays and all backend planning, with in-person event execution throughout the year in the following communities: Anchorage, Whittier, Girdwood, Portage, Hope, Cooper Landing, Moose Pass, and Seward

Organization Overview: The Kenai Mountains-Turnagain Arm National Heritage Area (KMTA) is Alaska's only National Heritage Area (NHA), dedicated to preserving the culture and wild landscape of a historic part of Southcentral Alaska and the Eastern Kenai Peninsula. When the NHA was established, a nonprofit was also created to manage it: the KMTA National Heritage Corridor Communities Association (KMTA CCA). For much of the organization's history, KMTA CCA supported the small communities throughout this region (from Indian to Seward) through federal sub-grants. But a lot has changed since our inception, and we've identified key gaps we're uniquely positioned to fill in this present moment. Over the last few years, we've pivoted our focus to expanding access to the opportunities this region has to offer through direct and sustainable programs. We've achieved a lot of success through the development of a series of signature recreational events and year-round outdoor learning programs for local Alaskan youth. We are also in the process of wrapping up our next strategic plan, which includes a refreshed mission, vision, and priority areas to guide our work for the next 5 years. We are in the midst of an exciting growth phase for our organization and are ready to expand our reach through engaging storytelling, marketing, and events.

Position Description: To help us lean into this next chapter of our organization's history, we're looking for a skilled Marketing and Events Manager to join our team. In this position, you'll play an integral role in shaping and executing the marketing and events strategy for our nonprofit. You'll be responsible for helping grow our organization's profile, communicating the rich stories of our region and impact of our work, managing our signature recreational races and events, and fostering strong relationships with partners and stakeholders. Your daily work will involve writing and producing digital and printed content, event planning, and project management. This position is ideal for a creative storyteller, strong writer, social media master, and organized planner. Our unique recreational races take place in breathtaking outdoor landscapes, and we'd love to expand them to more locations. Having a love for the outdoors would lend well to this role, as would the ability to help execute a variety of events (e.g., fundraisers, community events, etc.). If this sounds like you, but you don't have 100% of the qualifications, we still encourage you to apply or reach out to learn more. For example, studies show that women and people of color are less likely to apply to jobs unless they meet every single qualification. We value diverse backgrounds, so if you're excited about this role but your past experience doesn't align perfectly with every qualification, we hope you still throw your hat in the ring.

Job Responsibilities:

- Develop and implement a strategic communications and community engagement strategy.
- Create copy and content for regular social media posts and different platforms based on audience and narrative.
- Manage all social media, marketing, and digital content platforms (e.g., newsletter, blog, MailChimp, etc.).
- Collaborate with team members to execute tailored marketing efforts for programs and fundraising goals.
- Develop and distribute compelling written and visual materials to effectively communicate our impact and advance our mission (e.g., direct mail, program flyers, grant materials, newsletters, annual reports, other collateral).
- Regularly track progress and effectiveness of marketing and community engagement efforts.

- Ensure consistent use of organization brand, including graphic/brand integrity, messaging in all materials, and supporting staff training on brand and messaging standards.
- Help develop and manage an online merchandise shop for programs, organization, and campaigns.
- Update website content with best SEO practices and collaborate with contracted IT firm to ensure website stays updated.
- Conduct targeted research to identify opportunities to strengthen our in-person/digital community engagement efforts.
- Formulate and implement strategies to build inclusivity, tell a representative narrative of our region, increase organizational awareness, and drive engagement with diverse audiences.
- Plan and manage logistics for our recreational races and other events, including but not limited to project planning, event promotion, registration, venue preparation and coordination.
- Take photos during our core programming and events to leverage in our communications.
- Develop sponsorship packages and help solicit donors for events in coordination with Executive Director.
- Represent KMTA at external events, conferences, networking opportunities, and other gatherings.
- As a member of KMTA staff, work on special projects and other duties as assigned by Executive Director.

Preferred Qualifications:

- 3-5 years nonprofit or related experience focused on marketing, event planning, fundraising, and/or community engagement.
- Strong written and verbal communication skills; experience writing for different audiences and mediums.
- Outstanding attention to detail and accuracy—commitment to creating work products that are thorough, complete, grammatically correct, and polished.
- A creative streak with an ability to design unique and captivating events and marketing collateral.
- Experience with tools and software like Canva, Adobe, MailChimp, WordPress, RunSignUp, Google Suite.
- Experience creating engaging, targeted content for social platforms like Meta, Instagram, Twitter, etc.
- Positive attitude, a learning orientation, and a can-do approach to problem solving.
- Passion for the outdoors, cultural and natural conservation, and creating positive community experiences.
- Personable and able to build rapport and trust with others.
- Ability to work both independently and collaboratively.
- Strategic thinking and problem-solving ability.
- Commitment to equity, inclusion, and diversity.

Other Requirements:

- Must be able to attend occasional evening and weekend events.
- The employee must occasionally lift and/or move up to 25 pounds.
- Must have reliable transportation, valid driver's license, and auto insurance.
- Travel throughout the heritage area corridor is required, including occasional overnight travel.

How to Apply:

Please send your cover letter and resume via email with the subject line "Marketing and Events Manager Position_Your Name" to Rachel Blakeslee, Executive Director at rachelblakeslee@kmtacorridor.org

Priority given to those who submit applications by EOD March 31st, 2024.