



SOUTHWESTERN ILLINOIS RC&D, INC.

Title: **Marketing Specialist (TLC)**

Position Description Number: **43**

Classification: **The Land Conservancy**

Position Summary:

The Marketing Specialist; TLC, will work with work with The Land Conservancy Coordinator to develop, produce and distribute marketing materials and assist with public relations projects. This will include assisting with a quarterly newsletter as well producing marketing materials applicable to The Land Conservancy fundraising program. Public relations projects could include coordination of a nature photography contest, an awards program for exemplary land stewards, etc.

Key Responsibilities:

Specific duties include, but are not limited to, the following:

1. Assist with ideas and drafts for newsletter and other marketing materials.
2. Develop a draft document, quarterly.
3. Assist other paid and volunteer staff in the production and distribution of the newsletter.
4. Work with the Coordinator of Major Donations and the Fundraising Coordinator to develop other marketing materials in support of their activities.
5. Coordinate projects such as nature photography contest by contacting potential sponsors and partnering organizations, developing press release, arranging exhibit location, contacting potential judges, etc.
6. Develop new strategies for marketing and public relations activities.

Qualifications:

The Marketing Coordinator, TLC, will possess:

1. Knowledge of the Microsoft Office Suite, including: Word, Outlook, Access and PowerPoint.
2. A working knowledge of Adobe Photoshop 8.0.
3. A working knowledge of PageMaker 7.0
4. Access to email.
5. Strong communications skills, including writing and listening.

Supervision:

This position will report directly to the Coordinator of The Land Conservancy.

Longevity:

The individual selected for this position is expected to serve for a minimum period of one year.

Level of Commitment:

It is expected that an individual will commit a minimum of 32 hours per month towards activities associated with this position.

Workplace Location:

This position would work out of the RC&D office in Mascoutah, although portions of the work could be completed at the selected volunteer's home work station, pending compatible software.

Benefits:

The Marketing Coordinator, TLC, is subject to the following benefits associated with this position:

- √ Reimbursement of approved expenses
- √ Ability to gain practical work experience; recognition for work products produced
- √ Ability to share in the rewards of assisting in the protection of the natural resources within the region
- √ Ability to meet new people
- √ Ability to share skills, and/or learn new skills