



Digital Marketing Specialist for Save the Redwoods League

Are you inspired by preserving the beauty of our natural world and our majestic redwood forests? The **Digital Marketing Specialist** is a key member of our ongoing development and execution of the League's multi-channel digital marketing campaigns and strategies. As our **Digital Marketing Specialist**, you would report to the Digital Marketing Manager.

For over 100 years, Save the Redwoods League has been dedicated to protecting the ancient redwood forests so all generations can experience the inspiration and majesty of redwoods. Since its founding in 1918, Save the Redwoods League has protected more than 200,000 acres of forests and helped create 66 redwood parks and preserves for everybody to enjoy. To learn more about us, go to www.SaveTheRedwoods.org

We provide excellent benefits including paid vacation and sick time, medical, dental, transit benefits, life insurance and a generous 401K!

Essential Duties and Responsibilities:

Digital Marketing:

- Responsible for online marketing program implementation
- Responsible for email marketing campaign development, graphic design and analytics reporting
- Designs, produces and sends html emails in Luminate Online or Mail Chimp; ensures designs/layouts are mobile-optimized
- Creates optimized website landing pages for digital advertising campaigns to improve conversion rates
- Collaborates with the Digital Marketing Manager to develop digital marketing best practices recommendations; reports on trends in the areas of email marketing, social media marketing and Pay-Per-Click advertising; identifies key opportunities for digital marketing innovation

Website Maintenance & Optimization:

- Responsible for all League website content updates, web page layout and design optimization, management of internal and third-party web-based solutions
- Responsible for managing third-party vendors to ensure League website maintenance and update workflows are coordinated
- Assists with improving organic web traffic through search engine optimization (SEO) on the League site pages
- Makes recommendations to improve usability of Luminate Online (LO) landing pages; implements html/Cascading Style Sheets (CSS) coding to extend LO Page Wrapper
- Design; ensures LO landing pages are mobile-responsive; verifies and/or adds analytic tracking coding to LO landing pages
- Creates, administers and reports A/B tests that can quantify the effects of changes made to creative content/design, utilizing Google Optimize, Analytics and Data Studio
- Supports Google Analytics configuration

- Collaborates with Digital Marketing Manager to implement new designs to ensure achievement of marketing business objectives; makes recommendations about website design elements and tools for improved usability
- Works with Digital Marketing Manager with reviewing the Americans with Disabilities Act (ADA) digital platform remediation strategy; develops improvement measures; works with website consultant to implement ADA standards on all League digital properties

Other Duties:

- Acts as technical liaison to 3rd-party hosting service(s)
- Acts as liaison to internal departments and assist in delivering League branded digital assets as requested
- Tracks, reports and presents digital campaign performance on social, email, and paid online advertising channels to internal stakeholders on a monthly basis
- Assists in developing a digital marketing calendar to streamline marketing initiatives
- Provides back-up to Digital Marketing Manager and other department personnel, as necessary

Qualifications:

- Committed to the mission of Save the Redwoods League
- Bachelor's Degree in Business, Marketing or related field or equivalent work experience; graduate degree in related field is a plus
- 5+ years of digital marketing experience with a strong technical background; nonprofit experience preferred
- High to expert competency in Web 2.0 tools, HTML5, CSS3, XML, JavaScript and PHP, website design and maintenance tools, Microsoft Office
- Experience in optimizing landing pages and A/B and multivariate experiments
- Experience with web analytics platforms such as Google Analytics
- Familiarity with conventional Search Engine Optimization (SEO)/ Search Engine Marketing (SEM) techniques and terminology including key word research and search engine friendly URLs
- Proficient in Luminare Online (LO) preferred
- High competency in Adobe Creative Suite and video editing and publishing tools preferred
- Familiarity with best practices for Web Usability
- Strong project management skills; knowledge of publications production process; ability to manage details and handle multiple projects while meeting deadlines
- Ability to communicate and interact effectively with people across cultures, ethnic groups, and identities; verbal and written fluency in a language other than English is desirable
- Able to communicate clearly and effectively with various stakeholders
- Self-driven, results-oriented, innovative
- Excellent team player, able to work effectively with all kinds of people in a variety of work-group formats and conditions
- Occasionally lifts, carries, moves, and positions objects weighing up to 30 pounds
- Periodically required to hike through forest land while working off-site; walking on uneven ground, climbing over obstacles, and accessing remote locations

To Be Considered:

Email your resume, a cover letter addressing why you are a great fit for this role, and your salary expectations to: Jobs@SaveTheRedwoods.org with the subject heading "Digital Marketing Specialist".

NO CALLS PLEASE . . . we are busy protecting redwoods. Thank you!

Save the Redwoods League is an Equal Opportunity Employer

Fluent English speakers who are bi-or multi-lingual, including indigenous language speakers, are encouraged to apply.