



Job Title: Marketing and Communications Position Description

The **Chesapeake Bay Trust (Trust)** seeks an enthusiastic and energetic Marketing and Communications Manager. This is a new position for the Trust, the result of continued growth for the organization. The Manager will be responsible for marketing four sources of revenue for the Trust (including Maryland's Chesapeake Bay vehicle license plates, the biggest), will serve as lead on communications work, and will tackle a new branding effort as yet to be shaped.

About the Trust

The Chesapeake Bay Trust is dedicated to promoting public awareness and participation in the restoration and protection of the natural resources of Maryland and the Chesapeake Bay region. The Trust is a non-profit grant-making organization established by state government in 1985. Our work is supported by approximately 30-40 different sources, including the Maryland's Treasure the Chesapeake license plate program, the Chesapeake and Endangered Species Tax Check-off; and two others that will fall under the purview of this position; federal, state, and local government and private foundation funding partners that fall under the purview of our Program Directors; and corporate and individual donors who fall under the purview of our Development Director.

With the funds generated from these various sources, we make approximately 400 grants per year ranging from \$100 to \$200,000 for projects in the K-12 environmental education, on-the-ground restoration, science, and community engagement realms. In the past decade, the Trust has increased its grant-making four-fold through new partnerships, with current annual grant-making of approximately \$11 million.

About the Position

The Marketing and Communications Manager will report to the Executive Director, will serve as the senior member of the Marketing and Communications team, and will supervise our Marketing Officer and an intern position. There is room for growth over time into a Director-level position.

Position Responsibilities

- Marketing (75%)
 - o Serve as the lead marketer of the following four Trust revenue streams:
 - Chesapeake Bay License Plate,
 - Chesapeake and Endangered Species tax checkoff

- A new voluntary donation line on the Maryland Department of Natural Resources boating, fishing, and hunting license/registration system
 - The Trust's new merchandising program (www.shopchesapeakebaytrust.org)
 - In support of the above revenue streams, the Manager will:
 - Develop marketing strategies,
 - Execute some strategies him/her/themselves
 - Supervise the Trust's Marketing Officer's execution of some strategies
 - Oversee the Trust's marketing firm contractor's execution of some strategies
 - Specific activities to be undertaken by the Manager
 - Bay Plates
 - Create annual strategy for auto dealership partnerships
 - Supervise Marketing Officer's one-on-one work with dealership partners
 - Lead the Trust's Plate Perks program
 - Manage marketing firm's advertising strategy, based on analysis of sales data
 - Manage relationships with Maryland MVA
 - Tax Checkoff
 - Lead the Trust's CPAs for the Bay program, developing relationships with area CPAs
 - Manage marketing firm's advertising strategy, based on best available data
 - Manage relationships with Comptroller's office
 - Boating/Fishing/Hunting Licensing
 - Lead the Trust's Facebook advertising
 - Manage marketing firm's advertising strategy, based on best available data
 - Manage relationships with DNR
 - Merchandising
 - With support from the Marketing Officer, lead
- Communications (15%)
 - Lead the Trust's media events,
 - Serve as lead on Annual report
 - Serve as lead on Trust's social media (with some intern support)
 - Serve as lead on communicating Trust grant information to legislators
- Branding (10%)
 - Lead the development and execution of a new organization branding strategy, to be shaped by board and Executive Director.

Minimum Requirements

- Bachelor's degree in marketing, communications, or related field preferred

- Five years or more of experience in marketing and/or communications required
- Experience managing staff preferred
- Strong analytical skills with which to develop marketing strategies required
- Excellent computer skills, including Excel, Word, and PowerPoint required

Ideal Personal Profile

- A person of high integrity, energy, and enthusiasm who is self-directed and motivated
- Commitment to the Trust's growth, sustainability, and organizational goals (please refer to the Trust's strategic plan at www.cbtrust.org)
- Willingness to work both independently and collaboratively as part of a team in a small office environment
- Excellent attention to detail, organization, and time-management skills, including ability to prioritize workflow

Salary

The Chesapeake Bay Trust benchmarks its salaries using a number of resources, but most predominantly the Council on Foundations (COF). The 2019 COF salary survey identifies the range of \$70,000-\$80,000 for similar positions at grant-making organizations of our size. The Trust also offers an excellent benefits package, professional development opportunities, and opportunities for advancement.

How to apply

Please submit a resume and cover letter via email to shiggins@cbtrust.org and place "Marketing and Communications Manager-Your Last Name" in the subject line of the email. The cover letter must address how your skills and experience are specifically relevant to the job description and duties of this specific opportunity, rather than serving simply as description of your previous positions or experience. Please explain why you are interested in this position specifically and what makes you a good fit. Applications will begin to be reviewed 9/28/20, but the position will remain open until filled.

The Chesapeake Bay Trust provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age or disability in accordance with applicable federal, state and local laws. We encourage applications from people of color.