



Job Title: Marketing Coordinator

Position Description

The **Chesapeake Bay Trust (Trust)** seeks an enthusiastic and energetic Marketing Coordinator. The person in the position will take the lead on the on-the-ground implementation of three of the Trust's marketing strategies, using a combination of marketing and sales skills.

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, established by state government in 1985. Our work is supported by approximately 30-40 different sources, including Maryland's Chesapeake Bay license plate; the Chesapeake and Endangered Species Tax check-off on the Maryland state income tax form; a donation option on Maryland's boating, fishing, and hunting license website; a new merchandising online store; federal, state, and local government and private foundation funding partners that fall under the purview of our Program Departments; and corporate and individual donors who fall under the purview of our Development Departments.

With the funds generated from these various sources, we make approximately 350 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. Our goal is to empower groups on-the-ground to play a role in the restoration and protection of communities and natural resources. In the past decade, the Trust has increased its grant-making four-fold through new revenue streams, with current annual grant-making of approximately \$12 million.

Position Responsibilities

The Marketing Coordinator will work predominantly with colleagues in the marketing and development departments, as well as with the President. The Coordinator will take the lead on all on-the-ground elements of the three revenue streams listed below. There is room for advancement.

Chesapeake Bay Vehicle License Plate (60-70% of the work program)

The Coordinator will be responsible for cultivating new and maintaining existing relationships, mostly in-person, with approximately 130 automobile dealerships, vehicle tag and title agencies, and Maryland Motor Vehicle Administration (MVA) branches across Maryland who have the highest potential for bay plate purchases by customers. Initially, a list of those entities and a protocol for visits and calls will be provided. As the Coordinator gains experience, he/she/they will take on more responsibility for identifying highest priorities and refining protocols. Specific activities include:

- Visiting dealerships and tag and title agencies approximately 2-3 days per week (more in the spring during heavy vehicle purchase season) to promote the revenue stream (display materials, impart the message to customers) and maintaining a database of/reporting on those visits
- Maintaining and cultivating new relationships with key staff at MVA branch locations, which includes regular visits to certain branches
- Administering bay plate contests among dealerships, tag and title agencies, and MVA branches and other tools to promote bay plate sales
- Analyzing vendor data to report sales, trends, and assist with refining strategy.
- Distributing and maintaining inventory of materials used to market the bay plate
- Leading work on google ads, social media, and other Trust-led advertising platforms related to this program
- At times, when necessary, working with existing graphics to create new marketing materials

Success will be measured based on bay plate sales of entities visited, obtained annually, as well as general monthly bay plate sales.

Electronic Licensing (10% of the work program)

Hunters, fishers, and boaters obtaining Maryland licenses/registrations online have the option to donate to support outdoor recreation, veterans' outdoor health, and clean water projects. The Coordinator will be the lead on-the-ground implementer of the Trust's strategy to market this revenue stream, currently being refined. Duties are likely to include:

- building and maintaining relationships (both in person and virtually) with marinas, boat dealers, outdoor recreation businesses, outdoor recreation clubs and associations, and other middle messengers to promote the revenue stream (display materials, impart the message to customers)
- building and maintaining relationships with Maryland Department of Natural Resources (DNR) service centers to promote the revenue stream (display materials, impart the message to customers)
- lead the distribution and inventory of materials used to market this program.
- Implement program social media outreach and advertising related to this program

Success will be measured based on change in quarterly revenue of the electronic licensing revenue stream.

Chesapeake and Endangered Species Tax Checkoff (10% of the work program)

Maryland tax filers have an option to donate to an environmental tax checkoff, the revenue of which is shared by the Trust and DNR. The Coordinator will be the lead on-the-ground implementer of the Trust's strategy to market this revenue stream. Duties will include:

- building and maintaining relationships with CPAs who are part of our CPAs for the Bay Program, which may include in-person visits, with the goal of encouraging them to display program materials and impart the message to customers.
- Implement program social media outreach and advertising related to this program

Other duties (10% of the work program)

The Coordinator will:

- assist with marketing, development, and communications events, such as serving as the on-the-ground department presence for press events and fundraising events.
- help as needed with the Trust's new online store (www.shopchesapeakebaytrust.org).
- participate in other Trust duties that are "all hands-on deck"
- pursue professional development opportunities

Requirements

- Demonstrated effectiveness in customer outreach (required)
- Bachelor's degree in marketing, sales, or related field (preferred, but not required)
- Two years sales/marketing experience (required only to qualify at the upper salary range)
- Excellent computer skills, including Excel, Word, and PowerPoint (required)
- Graphic design, including experience in Publisher, Canva, Illustrator, and Photoshop (preferred) OR demonstrated ability to quickly learn new programs (required)
- Experience using/managing contacts databases (preferred) OR demonstrated ability to quickly learn the Trust's system (Raiser's Edge) (required)
- Personal vehicle and valid driver's license required to facilitate site visit travel
- Interest in natural resources topics a plus, but not required

Ideal Personal Profile

The ideal candidate for this position is a person:

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

Salary

The Trust is offering \$45,000-\$50,000, depending on experience. The Trust also offers potential for merit-based bonuses, 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 Coordinator-Your Last Name" in the subject line of the email. No phone calls please.

Your cover letter is the most important piece of your application and must address how your skills and experience are relevant to the duties of this **specific** opportunity: In your cover letter, please address your ability to accomplish the duties of the position as listed above. Please do not simply list your

previous experience. What makes you a strong candidate for this position? Why are you particularly well suited to market the Bay Plate?

Applications will begin to be reviewed 2/5/22, 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.