



# Marketing & Fundraising Specialist Job Description

## About NBNC

North Branch Nature Center (NBNC) is a 501(c)3 nonprofit funded by program registration fees, contracts for services, donations, and memberships. Our mission is *Connecting People with the Natural World*. More than 18,000 people visit annually to be immersed in the natural world through environmental education, natural history, and community science programs.

We believe that all people deserve access to nature and nature education, and we are actively working to address the barriers that exist to making that a reality. We envision a world where people of all ages learn, teach, and play together in nature, supporting healthy, resilient communities and ecosystems.

NBNC is an Equal Opportunity Employer, and we encourage applicants that help us achieve our goal of having a workforce with a diversity of backgrounds, experiences, perspectives, and skills.

## The Position

A newly-created position, the Marketing and Fundraising Specialist (MFS) is a core member of NBNC's outreach and fundraising team, reporting to and working closely with the Deputy Director (DD) on network growth and management. The MFS collaborates with the DD and other staff to achieve twin goals: to drive program enrollment by championing NBNC's many nature-connection programs through marketing and advertising; and to enhance and manage key components of our fundraising initiatives. The MFS holds primary responsibility to build, maintain, execute, evaluate, and refine NBNC's marketing efforts. The MFS plays a pivotal supportive role in fundraising by managing and optimizing use of our constituent database; managing our business partnership and municipal giving programs; and helping to coordinate our membership and annual giving programs.

## Responsibilities

The Marketing and Fundraising Specialist will split their time (approximately evenly over the course of a year) between the following two areas:

## **Marketing**

- Create thoughtful marketing strategies that elevate our programs and inspire engagement from both loyal and emerging audiences.
- Execute marketing plans through existing and new channels including: NBNC's website, email campaigns, social media, direct mail, posters, tabling/in-person, Front Porch Forum, broadcast media, print and online calendars, and advertising.
- Work closely with the Communications Coordinator, Program Director, and other staff to generate marketing content that connects audiences with the purpose and impact of our programs.
- Manage NBNC's social media accounts: Instagram, Facebook, and LinkedIn. Plan, help create, and schedule a regular flow of content. Inspire and engage NBNC's digital followers while expanding our reach to new audiences.
- Track marketing results, conduct market analyses, and apply learned insights to future plans through email open/click rates, constituent feedback, Google Analytics, unique urls, and other tools.

## **Fundraising**

- Manage NBNC's constituent database for optimal use for fundraising, marketing, programming, and relationship-building: create program events; conduct data uploads; manage automated emails, workflows, and donation forms; pull lists and reports; analyze trends; lead data clean-up and optimization efforts.
- Run NBNC's business partnership program: steward existing and establish new partnerships; manage event sponsorship and other partnership benefits; inspire increased monetary, in-kind, and volunteer time contributions.
- Manage municipal giving to NBNC: draft and submit applications and reports; support volunteer-led signature-gathering efforts.
- Support other fundraising activities including annual fund, membership, and special fundraising campaigns; grant research and preparation; and special events.

## **Qualifications**

- Three or more years of relevant and successful marketing experience, with demonstrated marketing success.
- One or more years of non-profit fundraising and/or communications experience.
- Experience managing complex projects and databases.

- Excellent people skills – able to work both independently and collaboratively.
- Highly organized – able to manage a dynamic workload, directing and supporting multiple projects and initiatives. Able to provide deliverables and meet deadlines.
- Excellent written, oral, and visual communication skills.
- Reliable, trustworthy, and committed to maintaining confidentiality with financial information and constituent data.
- Strong software skills ideally with Google Suite, CRM software (Neon CRM preferred), OneUp, Canva or Adobe products, WordPress, and video-editing software.
- Able to work from NBNC's Montpelier office full time initially, and at least three days/week after fully integrated in the position.
- A commitment to NBNC's mission of *Connecting People with the Natural World*.

## Position Details

**Compensation and Benefits:** This position is paid at the rate of \$24.50/hour. NBNC's generous benefits package includes health insurance; short- and long-term disability insurance; life insurance; paid leave, holidays and sick time; SIMPLE IRA retirement plan with an employer contribution; and NBNC program fee waivers; and a flexible work-from-home/office policy.

**Job status:** Full-time hourly, non-exempt, year-round position. Our preference is for 40 hours/week, but we will consider candidates who can commit to at least 32 hours per week.

**Reports to:** NBNC Deputy Director.

**Supervises:** No supervisory duties.

**Start date:** On or after March 2, 2026.

## To apply

Please send an email with your cover letter, resume, and up to three examples of your work to [EmilyS@NorthBranchNatureCenter.org](mailto:EmilyS@NorthBranchNatureCenter.org). We have listed the skills and attributes we see as ideal for this position. We know not everyone will meet all of these, and encourage you to apply if you feel you'd be an asset to the NBNC team. The position will be open until filled, with priority given to applications received by January 18, 2026.