



Crane Trust
6611 W Alda Road, Wood River, NE 68883
Marketing Coordinator

Job Title: Marketing Coordinator
Reports To: Director of Fundraising & Outreach
Department: Headquarters - Onsite
FLSA Status: Exempt
Supervision of others: None
Salary Range: Commensurate with Experience

The Crane Trust is a non-profit 501 C (3) organization located in south-central Nebraska dedicated to protecting and maintaining critical habitats for Whooping cranes, Sandhill cranes, and other migratory birds throughout the Big Bend Region of the Platte River Valley through scientific research, habitat management, community outreach, and education.

JOB DESCRIPTION:

The Marketing Coordinator will play a pivotal role in advancing the Crane Trust's conservation goals by developing and implementing marketing strategies that engage our audience, raise awareness, and drive support for our initiatives. This role requires a creative thinker who is skilled in content creation, social media management, and campaign coordination, with a deep commitment to environmental conservation.

To apply, send a cover letter and resume to Matt Fong at mfong@cranetrust.org.

The application deadline is June 5th, though the position will remain open until filled.

Primary Job Duties:

- **Mission:** Must understand and appreciate the Crane Trust's mission.
- **Content Creation and Management:** Develop, write, and design compelling content for various platforms, including social media, email campaigns, blogs, newsletters, and press releases.
- **Print Collateral:** Manage the production of an annual photo book of crane season photographs. And work with outside designers and vendors to produce print solicitations and brochures.
- **Social Media Management:** Oversee the organization's social media accounts, including content scheduling, community engagement, performance analytics and social media ad creation.
- **Campaign Development:** Assist in planning and executing marketing campaigns to promote events, fundraising initiatives, and educational programs.
- **Brand Management:** Ensure all marketing materials align with the Crane Trust's branding and messaging guidelines.

- **Website Updates:** Maintain and regularly update the organization's website to ensure content remains accurate, engaging, and aligned with the Trust's goals and branding.
- **Analytics and Reporting:** Monitor and report on the performance of marketing efforts, providing insights and recommendations for improvement.
- **Collaboration:** Work closely with internal teams, including development, programs, and leadership, to align marketing efforts with Crane Trust's goals.
- **Outreach Support:** Support community engagement initiatives, such as events, webinars, and volunteer recruitment drives.
- **March Crane Season:** Assist the Director of Fundraising & Outreach with the various March crane season events each year.

Desired Skills:

- Must have strong technical knowledge of computers and software programs such as Microsoft Word, Excel, PowerPoint, Google Suite, and Canva design programs.
- Experience with photography and video editing with a keen eye for visual storytelling.
- Ability to learn and understand database and customer relationship management systems, NEON CRM.
- Strong interpersonal communication skills and ability to engage people in a professional setting with a positive attitude.
- Have a general knowledge of conservation organizations in Nebraska.
- Maintain effective communication with the President & CEO, Visitor Center director, other directors, staff and volunteers.
- Perform other related duties and projects as assigned.

Education: Bachelor's degree required.

- One to two years of job experience in a similar role is preferred.

WORKING CONDITIONS:

This position requires excellent communication skills and the ability to establish and maintain effective working relationships. The successful candidate must be able to work independently, manage multiple projects and priorities, meet deadlines, and effectively plan and organize work.

Work schedules may include irregular hours during the spring Sandhill Crane migration season, with responsibilities subject to changing conditions and occasional interruptions. Irregular hours are also necessary to support the organization's outdoor programs and activities. The position frequently involves working outdoors in a variety of weather conditions, including extreme heat and cold, humidity, and direct sunlight.

The role also requires the ability to regularly lift, carry, and transport equipment weighing up to 50 pounds. Frequent standing, sitting, and walking are required.

RESPONSIBILITY FOR THE WORK OF OTHERS:

Will work with Crane Trust Interns and Fellows. Additionally, will provide guidance on social media to the entire staff.