



## **Visitor Services / Marketing Manager**

Wild Bear's mission is to inspire a lifelong connection to nature and community through creative exploration of the outdoors. We are seeking a highly-motivated, detail-oriented team player with excellent customer service skills, creative marketing skills including graphic design, social media, and videography skills a plus! Must be fun and takes pride in hard work to achieve beautiful outcomes!

### **Compensation:**

\$15/hour, 40 hours/week plus benefits

### **Profile and Skills**

- Bachelor's Degree or 3 years of relevant work experience in creative marketing and visitors' services
- Ability to provide a high level of customer service to both internal and external customers
- A positive team player, professional with all constituents
- Excellent Computer Skills, able to easily learn new cutting edge programs such as WordPress, and Adobe programs
- Able to handle confidential material
- Flexible with a "can do" attitude
- Excellent written and oral communication skills
- Strong organizational skills and ability to prioritize work tasks
- Self-starter with strong work ethic and ability to work without supervision
- Understands the nonprofit structure and is passionate about building relationships in the community
- Ability to move between different tasks as demands of the organization require
- Understands and is passionate about Wild Bear Nature Center's Mission and Vision
- Pass a State of Colorado and FBI background check
- Understands and is passionate about Wild Bear Nature Center's Mission and Vision

Wild Bear Nature Center

[www.wildbear.org](http://www.wildbear.org) | 303.258.0495

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## **Position Responsibilities:**

### Visitor Services

- Open and close nature center
- Greet, engage with, and educate visitors regarding Wild Bear Nature Center's mission and history and local hiking trails, tourism, etc.
- Develop and maintain gift shop displays, keeping things clean and tidy
- Maintain live animal exhibits with the help of volunteers
- Create engaging exhibit signage for visitors
- With oversight from Director of Operations (DO), manage retail and consignment merchandise in the nature center & gift shop
- Answer phones and direct all inquiries to appropriate staff
- Develop communication procedures

### Marketing and Social Media

- Design fliers, posters, booklets, and brochures as needed for programs, appeals, and events
- Work with Education Coordinator to increase program participation by 25% through strategic marketing
- Maintain active social media presence, including website updates, as well as developing a strategic online marketing plan
- Draft and distribute e-newsletters

### Program Registrar

- Assist signing in/out program participants
- Maintain camp and program registrations using UltraCamp software
- Monitor UltraCamp registrations & assist families with the process
- Manage registration and daily attendance lists
- Invoice and collect payment from program participants using QuickBooks
- Register and track participants in all programs, including special events and volunteers
- Maintain CCAP processes

### Other Responsibilities

- Process incoming mail
- Assist Fund Development board committee as needed and directed by DO
- Assist Community Engagement Board Committee with events, as needed
- Assist DO with writing thank you letters to donors

## **APPLICATION DEADLINE: 9/20/2020**

To apply:

Send cover letter, resume, and contact info for three references to Mike Reichert, Director of Operations, at [mike@wildbear.org](mailto:mike@wildbear.org).

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