



Marketing & Outreach Coordinator

The Southeastern Climbers Coalition (SCC) is excited to grow our team with a Marketing and Outreach Coordinator. This position supports the mission of the SCC through promoting its programs and initiatives to a diverse and growing audience. This position takes primary responsibility in developing the SCC's brand, managing the creation of high quality media and marketing content, and cultivating the growth of our online presence, membership, and partnerships. This position reports to the Executive Director and works with various partners and volunteers to meet fundraising goals and engage our climbing community.

The Marketing And Outreach Coordinator works within all marketing activities including:

- Creating and curating compelling content and media.
- Developing the SCC brand through innovative product, media, and design.
- Planning and executing fundraising events and campaigns.
- Creating cohesive and holistic strategies across marketing channels and social media platforms.
- Works with team and board to implement tactics that will drive performance and achieve growth goals.
- Coordinating volunteer representatives and partners across the Southeast to support local events.
- Tracking and reporting key performance indicators
- Building relationships with new and existing partners and influencers.
- Fostering SCC's community through events and consistent communication.

Required Experience

- Experience working in non-profit marketing, branding and outreach
- A track record of building and leading successful performance based marketing campaigns.
- Understanding and application of the different digital marketing channels and their utility in the overall marketing strategy.
- Passion for engaging and mobilizing the climbing community in support of SCC's mission and work.



- Readiness to be hands on in the work you do – from climbing to running events to creating and presenting marketing plans.
- Experience fostering partnerships with companies and organizations to ensure success of collaboration projects and shared goals.
- Experience working with diverse groups of people in respectful and equitable ways.
- Strong communicator who can clearly articulate ideas to others at all levels of an organization.
- Proficient in Adobe, Microsoft, and other photography and video editing software
- Access to a computer and professional camera and associated equipment

Preferred Qualification

- 5+ years experience performance/digital marketing
- Bachelor's Degree in Marketing, Communications, or related degree

Hours: 40 hrs/week; may fluctuate around large events

Location: This position will require travel throughout Tennessee, Alabama and Georgia. The position is ideally located at SCC headquarters in Chattanooga, TN.

SCC is an equal opportunity employer. We do not discriminate on the basis of race, gender, age, ability, sexual orientation, color, religion, ethnicity. We believe climbing is for everyone. SCC preserves climbing areas for current and future generations in the Southeast. We do this through acquisition, stewardship, and community, so that all climbers can enjoy equitable access to the outdoors. We believe all people should have the opportunity to explore the vast natural landscapes in our region. We do not tolerate prejudice on our properties or within our organization. We believe the outdoors is for all people to enjoy without fear of discrimination and we will continue to work to ensure public protected climbing areas exist in perpetuity.

To apply: send a resume and cover letter to andrea@seclimbers.org. Deadline to apply is January 1st, 2021. Please include at least one example of your content, media, or marketing work in your application with the subject line "SCC Outreach Coordinator Application".