

TWO COYOTES

WILDERNESS SCHOOL

Founded in 2000, Two Coyotes is a non-profit nature mentoring organization that connects people to nature, community, and self.

Marketing Consultant Position Description

About Two Coyotes Wilderness School

We design interdisciplinary wilderness-based programs that provide a dynamic environment for students to face challenges, engage their natural curiosity, and cultivate an intrinsic love for learning that they bring back into the classroom and the rest of their lives. In the last 19 years, the school has grown to provide long-term mentorship to more than 500 students (birth to 17) annually through school day, weekend, child & caregiver, rites of passage, and summer camp programs at locations in Granby, Newtown, and Killingworth, CT. We are committed to ensuring that Two Coyotes programming is accessible, welcoming, and inclusive of all children and families in Connecticut.

Primary Duties

- Develop annual marketing strategies in partnership with the Executive Director and Program Director to ensure our programs achieve enrollment goals and engage new and returning families
- Implement marketing strategies across multiple platforms (web, email, social, print, in person events); in the past, this has included:
 - Email newsletters to our 2200+ database
 - Ads on Facebook and Instagram
 - Tabling at community events and fairs
 - Open houses at our locations
 - Printed postcards, brochures, and posters distributed at local businesses, schools, libraries, and community centers
 - Press coverage
- Coordinate with our contracted graphic designer, photographer, videographer, and other staff or volunteers to source compelling content for marketing campaigns
- Maintain and increase the following of our Facebook, Instagram accounts
- Promote Two Coyotes community events & fundraising activities to increase participation
- Report metrics tracking effectiveness of marketing strategies

Desired Skills

- Time management and project management skills, especially when juggling multiple priorities and responding to short-notice opportunities
- Enthusiasm for Two Coyotes Wilderness School's mission & programs
- Self-motivated leader able to work both collaboratively and independently
- Experience working with Eventbrite, Constant Contact, Facebook Ads, Microsoft Office, Google suite, and managing business social media accounts
- Familiarity with one or more of the geographic areas and communities where we offer programs
- Basic graphic design skills

More Information

Compensation is offered at \$18-25/hour, depending on experience. Hours are flexible and vary by season. Position is remote with occasional meetings in-person or by video conference. Position is open until filled. Email your cover letter, resume, and any relevant work samples to Maggie@TwoCoyotes.org.