



Marketing and Membership Manager

Job Description

Who we are

Chattahoochee National Park Conservancy, Inc. (CNPC) is a nonprofit 501(c)3 corporation. CNPC is the official friends group for the Chattahoochee River National Recreation Area (CRNRA), a series of fifteen park units along 48 miles of the Chattahoochee River in metro Atlanta, totaling over 7,000 acres of land and water. Our mission is to enhance this national park, and we do that in close collaboration and partnership with the National Park Service.

We're a small nonprofit with big dreams. Over the last five years we've grown steadily, more members, more programs, more impact for our national park, and our brand and storytelling have been a huge part of getting us here. People care about this park because we've worked hard to help them see it, and that work matters to us as much as the mission itself.

Because we're still growing, this isn't a role where you'll disappear into a big organization chart. You'll have real ownership, your work will be visible, and you'll help shape what CNPC's marketing and membership program looks like as we scale. We move fast, wear a lot of hats, and genuinely like the people we work with.

Position Description

CNPC is seeking a Marketing & Membership Manager to lead the organization's marketing, communications, and membership programs. This role combines hands-on execution with strategic leadership, owning CNPC's marketing and membership strategy, managing brand and content across all platforms, and supervising staff and/or contractors as the team grows.

The Marketing & Membership Manager serves as CNPC's primary marketing lead and works closely with the Executive Director and Development Director to align messaging, strategy, and organizational goals across fundraising, community engagement, and brand development.

RESPONSIBILITIES

While we try to make the explanation of responsibilities comprehensive, we are also an organization that works in a dynamic environment. This should serve as a base for the position's responsibilities.

Marketing & Communications Strategy

- Own and lead CNPC's marketing and communications strategy, aligning messaging with organizational goals related to brand awareness, fundraising, and membership growth
- Coordinate media outreach efforts, including developing press materials, cultivating media relationships, and securing media opportunities for CNPC

- Develop, manage, and oversee the organization's annual marketing and communications budget, forecasting expenditures, allocating resources strategically, monitoring performance against budget, and ensuring cost-effective investment across campaigns, advertising, vendors, and marketing initiatives
- Establish annual and campaign-based marketing priorities, timelines, and performance benchmarks
- Serve as the primary decision-maker for marketing channels, content strategy, and messaging frameworks, in collaboration with the Executive Director

Digital & Content Execution

- Own the strategy, planning, creation, coordination, and execution of content across CNPC's website, email marketing, social media platforms, and other digital communication channels.
- Develop and manage the organization's content strategy and editorial calendar, overseeing content from concept through publication while ensuring alignment with organizational priorities, campaigns, and brand standards.
- Own CNPC's website strategy, content, and user experience, including day-to-day updates, new landing pages, blog management, copywriting, ongoing optimization, and coordination of redesign initiatives as needed.
- Plan and manage communications for donation drives, newsletters, organizational updates, and other campaigns, including timelines, stakeholder coordination, approvals, and cross-functional execution.
- Develop, execute, and optimize paid digital advertising campaigns across platforms such as Meta and Google, as well as traditional advertising channels including radio and occasional print, managing campaign strategy, creative development, budgets, and performance reporting.
- Manage relationships with external creative and production vendors, including photographers, videographers, graphic designers, printers, media outlets, and other partners, ensuring projects are delivered on time, within budget, and aligned with CNPC's brand standards.
- Develop, manage, and continuously improve branded templates and marketing assets, including flyers, presentations, newsletters, announcements, digital graphics, and campaign collateral.
- Monitor and respond to CNPC's general email inbox and other organizational communication channels as appropriate, ensuring timely, professional, and consistent communications.

Membership Strategy & Administration

- Own the full membership lifecycle, including acquisition, retention, engagement, and renewal strategy
- Develop, manage, and monitor the membership program budget, tracking revenue, expenses, and financial performance to support organizational goals.
- Develop and implement data-informed membership growth and retention plans
- Serve as a primary point of contact for membership inquiries and maintain the membership database, including accuracy, reporting, and upkeep
- Oversee membership campaigns, reporting, and strategic evaluation, and track membership data, revenue, and engagement metrics
- Create member benefit events and programs that expand the value of CNPC membership
- Troubleshoot membership financial issues in coordination with the Executive Director

Brand & Content Leadership

- Maintain and evolve CNPC's brand standards and visual identity across all platforms
- Ensure consistency and quality across all marketing and communications materials

Fundraising & Organizational Support

- Support fundraising initiatives through messaging, collateral development, and donor-facing materials
- Assist in developing communications language for grant applications and fundraising requests
- Prepare marketing materials for donor meetings and presentations

People Management & Leadership

- Supervise direct report(s) and/or contractors as capacity grows
- Establish clear workflows, priorities, and accountability within the marketing function
- Provide performance feedback, guidance, and professional development support
- Serve as a visible and informed representative of CNPC in the community, participating in speaking engagements, partner meetings, and public-facing events as appropriate

Cross-Department Collaboration

- Serve as a key internal partner across departments, ensuring marketing alignment with organizational priorities
- Support organizational initiatives and special projects as needed

Who you are

You have a genuine connection to public lands and the outdoors, along with a deep appreciation for the people who dedicate their careers to protecting these special places. While you may not have worked for a national park friends group before, you understand the unique partnership between nonprofit organizations and the National Park Service, and you're inspired by the meaningful, behind-the-scenes work CNPC does to support that mission.

You've led marketing efforts before, setting strategy as well as executing it, and you're comfortable making decisions, owning outcomes, and using data to guide your approach. Whether you're analyzing membership trends in a spreadsheet or refining brand messaging, you balance creativity with thoughtful, informed decision-making.

You're organized, collaborative, and know how to create engaging communications that honor the seriousness of the mission while still feeling warm and approachable.

You enjoy working across teams, can confidently manage your own priorities, and have experience mentoring others, or are excited to grow into that responsibility as the team expands. Above all, you're curious, adaptable, and committed to continuously learning, staying current on communications and membership engagement best practices, and finding new ways to strengthen relationships with supporters.

Skills & Qualifications

- Demonstrated experience developing and executing marketing and communications strategies.
- Proficiency with design, CRM, digital advertising, and website platforms (Adobe Creative Cloud, Canva,

Neon CRM, Neon Websites, Google Photos, and Meta Ads preferred)

- Strong leadership, project management, and decision-making skills.
- Experience managing staff, contractors, or vendors, or demonstrated readiness to step into a people management role.
- Excellent written and verbal communication skills.
- Ability to balance strategic thinking with hands-on execution in a growing organization.
- Strong attention to detail, organization, and follow-through.
- Commitment to CNPC's mission and values, including inclusivity and collaboration.

Experience & Education

- 5-8 years of experience in marketing, communications, or a related field, preferably in the nonprofit, parks, or conservation sector.
- Bachelor's degree or equivalent professional experience.
- Experience with public speaking, co-leading meetings, presentation delivery
- Possess exceptional organizational skills, attention to detail and follow through
- Excellent communication and writing skills, patience, professionalism, and ability to effectively interact with the community, national park service employees, and CNPC leadership

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The qualified employee will work in an office setting, and interact with staff, consultants, and outside vendors, therefore he/she may be subjected to interruptions throughout the workday. The position will require some flexible hours, and local travel (approximately 40%). The Chattahoochee River National Recreation Area spans over 48 miles of Chattahoochee River, 66 miles of trails, and 7,000 acres of land and water.

This position is eligible for hybrid work, where they may work remotely some days of the work week, and in person at the Island Ford Park Headquarters (Sandy Springs, GA) other days of the week.

Must have reliable transportation to and from work, including offsite meetings, events and programs in and outside of the park, and regular commuting to in person office.

Compensation and Benefits:

Salary range will start at \$70,000 and will be commensurate with experience. Benefits include health care and flexible time off (FTO).

Chattahoochee National Park Conservancy is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply. Diversity of opinions, experiences, and backgrounds is a key asset.

How to Apply:

Interested candidates should send a resume and cover letter to Brittany.jones@chattahoocheeparks.org.