



Digital Content Creator-Marketing Irvine Nature Center

Position Summary

Irvine's Digital Content Creator is responsible for contributing to the overall messaging and promotion of all of Irvine's initiatives, including education, development, and operations. Serving internal teams to fulfill their marketing needs, including but not limited to content for digital communication through email, creation of marketing materials, social media, and promotion at community events. The Digital Content Creator helps with the production of marketing materials, visual storytelling, and assists with occasional events. This part-time position reports to the Director of Marketing and Communications.

Position Responsibilities:

- Content Creation: generate content that is inspiring, educational, and demonstrates Irvine's expertise in environmental education, animals, and the natural world.
 - Develop and execute social media content
 - Create graphics that tell a story
 - Promote Irvine's initiatives
 - Design promotional materials for public programs, special events, educational opportunities.

Qualifications:

- In-depth knowledge of Social Media platforms
- Basic Design Skills (Canva)
- Effective and creative verbal and written communication
- Demonstrated ability to meet deadlines
- Ability to manage multiple projects at once, collaborating with multiple stakeholders, juggling numerous time-sensitive projects simultaneously
- Strong computer skills, including basic design skills, social media platforms, WordPress, Mailchimp. A working knowledge of basic computer applications, programs and features is a must, with experience in webpage development or graphic design being very helpful.
- Bachelor's degree in marketing and communications or relevant experience
- An interest or background in natural science and environmental education

Time Commitment: 24 hours/week, hybrid, and flexible schedule, including occasional evenings and weekends.

Salary: part-time salary of \$20/hour

To apply: Please send your resume, cover letter and three references to HR@ExploreNature.org

Please note: Employment is contingent upon completing and passing a criminal background check and fingerprinting.

Irvine is proud to be an Equal Employment Opportunity employer. We celebrate diversity and do not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by federal state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

ABOUT IRVINE NATURE CENTER

Located in Owings Mills, Maryland, Irvine Nature Center is the largest independent nonprofit environmental education center in the greater Baltimore region. Our mission is to encourage lifelong engagement with the natural world through environmental learning and green living. At Irvine, we inspire people to explore, respect and protect nature.

Founded in 1975 by Olivia Irvine Dodge, Irvine was originally located on the campus of St. Timothy's School in Stevenson, but its programs were so popular that it eventually outgrew the rented facilities. In June 2008, Irvine moved to 116 ecologically diverse acres in the Caves Valley donated to us by the State of Maryland. In October 2015, a very generous gift from a local philanthropist enabled us to acquire an adjacent property that brings our total footprint to nearly 210 acres. After laying out trails, mowing paths, building boardwalks, and installing directional signs, Irvine opened the property to the public on June 23, 2018.

Today, our 211-acre property is rich in wetlands, forests, and meadows, making it ideal for our environmental education programs and a treasured resource in a region that is becoming increasingly urban. Our campus includes a 17,200-square-foot visitor center with interactive exhibits, educational gardens, an Outdoor Classroom, a Native American site, an aviary currently housing five raptors, a 66-acre restored wetlands, and 8 miles of trails, all surrounded by nearly 1,400 acres of protected land. Irvine's trails and exhibit hall are open to the public year-round, Tuesday-Sunday.

We offer more than 800 environmental education opportunities each year, including school field trips, outreach to schools and the community, after-school programs, summer nature camp, Scout programs, volunteer naturalist training, a native plant seminar, and countless lectures, workshops, and special events. We also are a popular location for nature-themed weddings and birthday parties. Our accredited Nature Preschool has spawned other early childhood education programs that have grown substantially.

This wide range of programs and services has enabled us to diversify our funding and ensure our financial sustainability. FY 2019 income was generated by education programs (37%), philanthropy (35%) and special events (27%). Irvine is led by a Board of Trustees composed of individuals with expertise in law, business, marketing, higher education, the environment and energy sectors, philanthropy, and the non-profit community, as well as representatives from local garden clubs, volunteers, and parents. To find out more about Irvine Nature Center, please visit our websites at www.ExploreNature.org