Marketing and Communications Director
Irvine Nature Center | Owings Mills, Maryland

Reports to: Executive Director
Status: Full-time, exempt
Salary: $80,000 - $95,000
Benefits: Paid vacation and sick leave; medical, dental, and vision insurance; and a 403(b) employer match.
Schedule: Full time, in person with occasional evening and weekend commitments required. Hybrid working available depending on organizational need.

About Irvine

Irvine Nature Center inspires people to explore, respect, and protect nature. Founded in 1975, Irvine connects children and adults with the natural world through environmental education, nature-based early childhood learning, community programs, and stewardship of its 211-acre campus of forests, wetlands, and meadows.

The Opportunity

Irvine seeks a creative, strategic Marketing and Communications Director to strengthen our visibility, communicate our impact, and inspire people to participate in and support our work.

Reporting to the Executive Director and serving on Irvine's leadership team, the Director will lead an integrated marketing and communications program that supports program enrollment, fundraising, community engagement, and organizational reputation.

This is a hands-on role for a strong writer and thoughtful planner who can translate complex ideas into compelling stories, manage projects from concept through completion, and use audience insights and results to improve communications. The Director will collaborate across departments and manage external creative and technical partners to deliver effective work within available resources.

Key Responsibilities

Strategy, Planning, and Measurement

- Develop and implement an annual marketing and communications plan aligned with Irvine's mission, organizational priorities, fundraising goals, and program needs.
- Identify priority audiences, understand their interests and barriers to participation, and develop relevant messages and clear calls to action.
- Maintain a coordinated editorial and campaign calendar that balances program promotion, fundraising, educational content, and organizational storytelling.
- Establish practical processes for staff requests, content contributions, approvals, and deadlines.
- Track meaningful results, including program inquiries and registrations, email engagement, website actions, and fundraising campaign responses, in partnership with the teams responsible for those outcomes.

- Use audience feedback, campaign results, and testing to refine messaging, channel selection, and spending.
- Develop and manage the marketing budget, prioritizing activities with the greatest potential to advance Irvine's goals.

Brand, Messaging, and Storytelling

- Steward Irvine's brand, voice, and core messages across digital, print, media, and onsite communications.
- Communicate the connections among Irvine's environmental education, land stewardship, and access to nature.
- Work with staff to gather compelling stories, photographs, video, and evidence of impact from everyday activities across Irvine.
- Translate environmental and educational topics into clear, engaging content for different audiences.
- Maintain brand guidelines, reusable templates, and an organized collection of approved visual assets.
- Ensure communications are accurate, accessible, inclusive, and respectful, with appropriate permissions for stories and images, particularly those involving children.

Digital Communications and Audience Engagement

- Manage Irvine's website as a clear, welcoming resource that helps people find information, register for programs, give, volunteer, and engage.
- Oversee website content, navigation, search visibility, and routine improvements; coordinate technical work with external providers.
- Lead email communications, including newsletters, targeted promotions, and coordinated fundraising messages, using audience segmentation and communication preferences.
- Develop and execute a focused social media strategy, including photography, short-form video, community interaction, and timely responses.
- Plan and evaluate paid digital advertising and other promotional investments where they support defined goals.
- Use analytics to understand how people discover Irvine and move from interest to action.
- Apply responsible practices for audience data, email permissions, and AI-assisted content, protecting private information and reviewing material before publication.

Program Marketing and Fundraising Communications

- Partner with education staff to promote preschool, camp, school programs, adult learning, and other offerings through timely, targeted campaigns.
- Coordinate registration timelines, audience needs, capacity, and promotional priorities with program leaders.
- Partner with the Development Director on fundraising appeals, campaign communications, donor impact stories, sponsorship materials, and the annual report.
- Support marketing and communications for Pumpkins on the Green and other priority events.
- Develop coordinated materials that help visitors, participants, donors, and partners understand opportunities for continued involvement with Irvine.

Media Relations and Public Reputation

- Build and maintain relationships with local and regional journalists, community outlets, and relevant digital creators.
- Proactively pitch stories that demonstrate Irvine's expertise, public value, and impact.
- Prepare press releases, media materials, talking points, and organizational announcements.
- Coordinate media inquiries and prepare the Executive Director, staff experts, and other designated spokespeople for interviews and public appearances.
- Represent Irvine publicly when appropriate and authorized.
- Work with executive leadership to maintain a practical crisis communications process and respond promptly and consistently to sensitive issues.
- Identify community partnerships and speaking opportunities that reach priority audiences and advance Irvine's mission.

Creative Production and Collaboration

- Write, edit, and oversee production of newsletters, brochures, invitations, signage, presentations, and other priority materials.
- Manage designers, photographers, printers, web providers, and other contractors, with clear scopes, budgets, and deadlines.
- Create routine content and materials directly, using outside expertise where needed.
- Support leadership with key organizational announcements and internal communications.
- Participate in leadership and relevant board committee meetings, providing concise updates on priorities, results, and recommendations.

Qualifications

We welcome candidates whose experience demonstrates the ability to lead strategy and deliver strong work in a collaborative nonprofit environment.

Required

- At least seven years of experience in marketing, communications, public relations, or a related field.
- Demonstrated ability to develop and execute a marketing or communications plan with clear goals and measurable results.
- Excellent writing, editing, and storytelling skills across digital and print formats.
- Experience managing websites, email marketing, social media, and content calendars.
- Ability to interpret audience and campaign data and use findings to improve results.
- Strong project management skills, including setting priorities, managing budgets and deadlines, and coordinating contributors.
- Demonstrated ability to drive revenue through marketing campaigns that increase program enrollment, event ticket sales, memberships, and philanthropic support.
- Sound judgment in handling public communications, sensitive information, and competing requests.
- Ability to work effectively with colleagues, community partners, vendors, and people with diverse backgrounds and perspectives.
- Commitment to Irvine's mission and an interest in environmental education and conservation.

Preferred

- Experience in nonprofit, education, conservation, cultural, or other community-serving organizations.
- Experience supporting fundraising campaigns and program enrollment.

- Media relations experience and familiarity with the Baltimore regional media landscape.
- Working knowledge of website content management systems, email platforms, social media platforms, analytics tools, and design software such as Canva or Adobe Creative Cloud.
- Photography, basic video production, or graphic design skills.
- Experience managing contractors or creative partners.

A degree in a relevant field is welcome but is not required; equivalent professional experience will receive full consideration.

What Success Looks Like

During the first year, the Director will work with leadership to establish baseline measures and agreed-upon goals. Success will include:

- A focused communications plan and a manageable, coordinated calendar.
- Clear, consistent messaging that conveys Irvine's mission and impact.
- An easier-to-use website and effective pathways to registration, giving, and engagement.
- Targeted campaigns that contribute to program participation and philanthropic support.
- Stronger staff collaboration and reliable production processes.
- Reporting that helps Irvine understand what is working and where to invest its resources.

To Apply

Please send your résumé, a cover letter, and two or three relevant work samples or a portfolio link to HR@ExploreNature.org**.** Briefly describe your contribution to any collaborative work submitted. References will be requested from finalists.

Employment is contingent upon successful completion of required background screening and fingerprinting.

Irvine Nature Center is an equal opportunity employer. We welcome applicants with diverse backgrounds, experiences, and perspectives and do not discriminate on the basis of characteristics protected by applicable law. Applicants who need an accommodation during the hiring process may contact HR@ExploreNature.org.