



Director of Marketing & Education

McHenry County Conservation District

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Closing Date: 2024-08-18

Salary: \$112,112-\$168,168 (DOQ)

Description:

ABOUT US

The McHenry County Conservation District's mission is to preserve, restore, and manage natural areas and open spaces for their intrinsic value and for the benefit of present and future generations.

Since 1971, McHenry County Conservation District has been protecting natural areas, preserving our water sources, enhancing wildlife habitats and improving outdoor education and recreational opportunities.

Today, the District manages over 25,800 acres of diverse open land, including woodlands, prairies, wetlands, ponds, creeks, and rivers. With 35 sites open to the public, visitors can enjoy a variety of outdoor activities such as hiking, biking, camping, paddling, fishing, and picnicking. These wide open spaces provide nearly endless opportunities for year-round exploration to over one million visitors.

OVERVIEW:

Join a leading organization in open space preservation and conservation stewardship! We are seeking a highly motivated and experienced Director of Marketing and Education to lead our strategic communications, public relations and outreach efforts. This pivotal role involves shaping and executing our marketing strategies while overseeing educational programs and initiatives. The ideal candidate will have a proven track record in strategic marketing, cultivating collaborations, and demonstrating inspirational leadership skills. They should also be adept at managing complex, multi-faceted projects, including budget management and fundraising, and be an effective communicator with professional acumen.

What are we looking for? A candidate would hold a Bachelor's degree (B. A./ B.S.) from four-year college or university with major course work in journalism, public relations, communications, marketing, advertising, political science, recreation and park administration or related field, Master's degree preferred, with a minimum of seven (7) years related experience in production of written and audio-visual promotional materials, sales, fundraising, marketing, public relations, crisis communications and at least five (5) years in a supervisory capacity. Alternatively, an equivalent combination of education and experience may be considered.

To better understand your skills and accomplishments, we ask candidates who are invited for an interview to bring a portfolio of their work to the interview. Your portfolio should include examples of:

- Strategic Marketing Plans you have developed and implemented.
- Marketing campaigns you have managed or contributed to and any metrics that demonstrate the success of these campaigns.
- Samples of content created or overseen, such as digital media posts, videos, infographics, brochures, articles published and press releases.
- Educational materials, lesson plans or programs you have developed.
- Any relevant projects that showcase your abilities in collaboration, project management, public outreach and engagement, effective communication, professional acumen, and inspirational leadership.

TENTATIVE SELECTION PROCESS

CLOSING DATE: August 18, 2024

INITIAL INTERVIEWS: August 22-28, 2024

SECOND ROUND INTERVIEWS: September 5-11, 2024

TENTATIVE DATE OF EMPLOYMENT: November 1, 2024

BENEFITS: As a full-time position, this position is provided with generous benefits including, but not limited to, insurance (medical, dental, vision, and life), holiday pay, paid time off, and IMRF pension.

APPLICATION: Interested applicants will need to furnish a cover letter, resume/curriculum vitae, three (3) letters of recommendation (recently dated) and three (3) professional references at the time of applying for the position. Full position description and online application can be located at <https://mccdistrict.applicantpro.com/jobs/> . For questions, contact Human Resources at 815-451-8244.

In addition, the applicant is required to answer the following three (3) questions at the time of completing the application:

1. Describe your leadership style and how you have applied it to lead a significant strategic initiative? What were the key challenges you faced, and how did your leadership style help you overcome them to achieve your objectives?
2. What is your personal philosophy regarding parks and conservation? How do you integrate this philosophy into your work and decision-making processes to ensure the sustainability and accessibility of natural resources?
3. If you were chosen for this position, what steps would you take as the newest member of the District's Executive Leadership Team in your first 120 days?