



Marketing & Communications Specialist

TITLE: Marketing & Communications Specialist

SUMMARY: The Marketing & Communications Specialist is responsible for developing and implementing data-driven marketing and communications strategies that enhance Zephyr Point's brand awareness and audience engagement, resulting in increased Guest Group bookings, Program participation, and Cabin rentals. Additionally, this role supports internal and external communications, ensuring alignment with Zephyr Point's mission, vision, and values, and cultivating missionally aligned relationships. By collaborating across departments, the specialist strengthens storytelling efforts and enhances marketing effectiveness to deepen audience connections and expand Zephyr Point's impact.

STATUS: Full Time

CLASSIFICATION: Non-Exempt

REPORTS TO: Director of Finance and Business Operations

DIRECT REPORTS: Marketing Intern (when applicable)

ESSENTIAL FUNCTIONS OF THIS POSITION:

- A. Develop and implement a strategic marketing plan with defined goals, target audiences, and key performance indicators (KPIs). Identify trends, opportunities, and strategies that enhance Zephyr Point's visibility and engagement across its key markets resulting in increased cabin rentals and guest group bookings (particularly in the off-season) and program registrations year round.
- B. Collaborate with key internal stakeholders and engage with third-party partners.
- C. Develop and manage the marketing budget to align with financial goals and objectives.
- D. Align internal and external communications initiatives strengthening Zephyr Point's brand and mission-driven storytelling.
- E. Cultivate and maintain strategic relationships that align with Zephyr Point's mission, vision, and values. Develop messaging and outreach strategies that engage missionally aligned guests, groups, partners, and community.
- F. Oversee website content and performance analytics, implement SEO best practices to increase organic search traffic, enhance user experience, and generate leads.
- G. Develop and execute multi-channel marketing initiatives including both paid and earned that result in revenue growth.
- H. Create compelling, brand-aligned content (newsletters, donor communications, program materials, and social media updates) that authentically foster engagement with Zephyr Point's diverse audiences while growing reach and driving revenue.

- I. Collaborate regularly with Guest Services, Programs and other departments to increase cabin rentals and guest group bookings with a focus on off-season growth, and program registrations year round.
- J. Deliver bi-weekly performance reports with clear, actionable recommendations.

KNOWLEDGE, SKILLS, AND ABILITIES

- A. B.A. or M.A. in Marketing or related field.
- B. 2+ years of experience in digital marketing, SEO and lead generation.
- C. Strong technical expertise in website optimization and SEO best practices.
- D. Excellent Communications skills.
- E. Results-oriented with a proven track record developing and executing digital marketing strategies.
- F. Familiarity with the Presbyterian Church (USA) and an ability to communicate and promote initiatives aligned with PC(USA) values.
- G. Demonstrated commitment to diversity, equity, and inclusion in marketing and communications, ensuring messaging is inclusive and reflective of Zephyr Point's mission to "welcome all."

PHYSICAL AND MENTAL DEMANDS

Physical Demands: The essential functions of the position may require **occasional** long periods of standing; repetitive use of both hands and finger dexterity in both hands, handle or feel, grasp and hold and cut; see, talk, hear; reach with hands and arms; and walk upstairs and inclines.

The employee is **frequently** required to twist, stand, walk, climb or balance, stoop, kneel, crouch, or crawl. **Occasionally** required to lift and/or carry up to 25 pounds. Specific vision abilities **frequently** required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus. The employee is required to walk on unstable grounds and **frequently** up to a mile within and around the camp/conference center.

Mental Demands: The essential functions of the position require the ability to read and write complex material, perform simple and complex math calculations, and the ability to perform simple and complex tasks; perform clerical functions, compile and analyze information; coordinate activities, supervise and instruct others; follow instructions, influence others, meet time requirements, memorization, problem solving through use of independent judgment and decision-making skills.

WORK ENVIRONMENT

While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles. The employee is occasionally exposed to moving mechanical parts, toxic or caustic chemicals, outside seasonal weather conditions, and risk of electrical shock. The noise level in the work environment is usually moderate. Work will entail the use of computer equipment. The employee works alone, with others, around others, with verbal and face-to-face contact.

***The statements herein are intended to describe the general nature and level of the position, but are not necessarily a complete list of responsibilities, duties and skills required of employee(s) so classified. As such, responsibilities, duties, and required skills may be changed, expanded, reduced, or deleted to meet the business needs of Zephyr Point Presbyterian Conference Center.** Zephyr Point Presbyterian Conference Center abides by employment at-will, which permits the Company to change the terms and conditions of employment with or without notice, including, but not limited to termination, demotion, promotion, transfer, compensation, benefits, duties, and location of work. Neither this job description nor any other written or verbal communications are intended to create a contract of employment or a promise of long-term employment. Employment-at-will may be terminated with or without cause and with or without notice at any time by the Employee or by Zephyr Point Presbyterian Conference Center.

Zephyr Point

Mission

Inviting all to experience God through education, exploration, & inspiration.

Vision

A center of excellence cultivating spiritual growth, recreation, and learning
in an inclusive environment of natural beauty, hospitality, and peace.

Values

Serving with love

Creating community

Caring for and learning from Creation

Engaging the mind, refreshing the body, nurturing the soul

Welcoming all people

Print Name _____ Date _____

Employee Signature _____

Executive Director Signature _____ Date _____