



Marketing Coordinator

To apply, please send a cover letter, resume, writing samples, and examples of graphic design work to Rachel Dupree at apply@carolinaraptorcenter.org. No phone calls, please. Interview correspondence for this position begins October 13, 2025.

Title: Marketing Coordinator	FLSA Status: Non-Exempt	Start Date: November 19, 2025
Reports to: Director of External Relations	Department: External Relations	Employment Status: Full-time
Supervisory Responsibilities: Yes	Location: 6000 Sample Road, Huntersville, NC 28078	Date Created/Last Evaluated: October 2025
Compensation: \$36,000 + Benefits		
<u>Summary</u> <p>The Carolina Raptor Center's Marketing Coordinator plays a critical role in interpreting and promoting CRC's work to donors, members, guests, and the public. They will work closely with staff across all departments to support the execution of CRC's marketing, communications, fundraising, and outreach strategies through social media campaigns, email communications, promotional materials, and public engagement activities.</p>		
<u>Qualification Requirements</u> <p>The Marketing Coordinator must be a motivated, self-starter that is dedicated to achieving measurable results. The successful applicant is a team-oriented person who has an interest in nature, marketing, public education, communication, and fundraising. They should also be adept at graphic design and possess strong persuasive writing and storytelling skills.</p>		
<u>Minimum Qualifications</u> <ul style="list-style-type: none">• Bachelor's degree in marketing, communications, public relations, journalism, or a related field, or equivalent experience• 1–3 years of professional experience in marketing, communications, or digital media• Interest in science, conservation, ecology, and birds of prey and their natural histories• Detail-oriented, organized, and able to manage multiple projects with deadlines		
<u>Knowledge, Skills and Abilities</u> Required: <ul style="list-style-type: none">• Strong writing, editing, and storytelling skills• Outstanding communication skills, both oral and written• Proficiency with managing and measuring outcomes of social media platforms including Instagram, Facebook, and LinkedIn• Experience with email marketing platforms such as Constant Contact• Ability to utilize graphic design software (e.g., Canva, Adobe Creative Suite) to design a variety of digital and print products		



Preferred:

- Experience in nonprofit, conservation, or education sectors
- Photography and/or video editing skills
- Familiarity with website CMS platforms (e.g., WordPress)
- Competency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) or similar software
- Familiarity with Meta Ads and Google Ads

Essential Functions

Content Creation & Management

- Plan, create, publish, and analyze engaging content across all social media platforms, including promotional, educational, and informational content
- Write, distribute, and analyze targeted email campaigns including newsletters, event invitations, and member/donor communications
- Create and update flyers, brochures, and other printed and digital materials
- Maintain and organize the photo and video library; assist in taking photos and videos as needed
- Contribute content and updates for the website and assist with minor maintenance tasks
- Collaborate on signage and visitor communications around the site
- Coordinate with Volunteer Manager to provide opportunities for Photography Volunteers to capture the organization's mission

Media & Public Relations

- Support media relations efforts by drafting press releases and coordinating with press contacts
- Assist in the development and implementation of paid advertising campaigns (digital, print, radio, etc.)

Cross-Department Support

- Coordinate with Visitor Services and Development teams to promote events, programs, and campaigns
- Assist with the implementation of seasonal fundraising and awareness campaigns such as Giving Tuesday, Annual Appeals, and more
- Collaborate with staff to support internal and external communications needs
- Ensure consistency in brand messaging across all platforms

Supervision & Representation

- Supervise and mentor social media interns, providing guidance on content creation, brand standards, and engagement strategies
- Represent the Carolina Raptor Center at occasional outreach events and support internal programs as needed

Physical Demands

While performing the duties of this job, the employee is frequently required to sit, talk and hear. The employee is occasionally required to climb, balance, stoop, kneel, crouch. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, color vision, and the ability to adjust focus.



Work in this position will also include sitting, walking, bending, and standing. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Ability to work around sick and injured birds, potentially hazardous materials, cleaning chemicals, gas anesthetics, zoonotic diseases, and unpleasant odors. If you are immunocompromised or pregnant/planning to become pregnant, you should obtain medical clearance from your physician.

Work Environment

The Marketing Coordinator works in an office located at the Carolina Raptor Center's facilities in Huntersville, North Carolina. The regular schedule is Monday-Friday. Travel and weekend or evening work may be required at times. The work environment involves occasional exposure to disagreeable elements and minor physical exertion and/or strain.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of the position. All employees may have other duties assigned at any time.

* U.S. DOL, *The revised handbook for analyzing jobs* (Washington, D.C.): U.S. Government Printing Office, 1991.