



Lake Erie Nature & Science Center

Our Mission: The nonprofit Lake Erie Nature & Science Center educates and inspires each of us to understand, appreciate and take responsibility for our natural world.

501(c)(3) nonprofit organization
Tax ID #34-0845030

Job Posting: Marketing Specialist, part-time

Position Summary: The Marketing Specialist is responsible for the creation of visual designs and communications that reflect the brand image and nonprofit mission of Lake Erie Nature & Science Center. Primary responsibilities include graphic design, digital marketing, content creation, and promotions.

Schedule: This position requires 16 to 20 hours per week at the Center during regular business hours between Monday and Friday with occasional evening and weekend activities.

Responsibilities: The Marketing Specialist will assist with the promotion of Lake Erie Nature & Science Center and its offerings primarily through visual marketing and graphic design following directives of the Marketing and Development Coordinator. The Marketing Specialist will design and produce visual and written communications across all platforms of graphic design including: digital graphics, advertising, signage, brochures, postcards, program flyers, donor newsletters, annual reports, and more. This position will provide oversight and manage content of the Center's website on WordPress, and will develop content for Lake Erie Nature & Science Center's email newsletters, social media channels, and other platforms.

The Marketing Specialist must follow the Center's handbook and adhere to its COVID-19 protocols. Other responsibilities include maintaining digital marketing archives, assisting with photography and videography at Center programs and special events, and other duties as assigned by the Marketing and Development Coordinator.

Qualifications: Candidates must have 1-3 years of professional experience in a graphic design or creative role, or equivalent education. The candidate will have excellent interpersonal, verbal, and written communication skills. Required technical skills including proficiency in Microsoft Office, Adobe InDesign, Adobe Photoshop, and Adobe Illustrator. Familiarity with WordPress, MailChimp, and Sprout Social is highly preferred, as well as experience with managing institution-based social media accounts. The candidate must meet deadlines, organize multiple assignments, and deliver consistent messaging and branding.

Familiarity with the Center's mission and programs, or nonprofit experience is preferred. The Marketing Specialist must maintain valid driver's license. Candidates must be committed to presenting a professional, positive image for Lake Erie Nature & Science Center.

Organization: Lake Erie Nature & Science Center is a nonprofit organization providing informal science education for children, families, and people of all ages. It is the only facility providing wildlife rehabilitation in Cuyahoga County; it is one of two public access planetariums in Cleveland; and it is located in a park setting near Lake Erie. The Center offers a distinct blend of programs and classes for children, families, and young adults, wildlife rehabilitation and education services, and free admission to exhibits about science including live animal exhibits. Lake Erie Nature & Science Center is funded by private donations, program fees, and grants including Cuyahoga Arts & Culture through the residents of Cuyahoga County.

Application: Send cover letter and resume to jobs@lensc.org by March 14, 2022 with Marketing Specialist in the subject line of the email.

Lake Erie Nature & Science Center is an equal opportunity employer.