



Position Description

TITLE: Marketing/Social Media Specialist

LINE OF BUSINESS/DIVISION: Operations/NCIFund

FLSA STATUS: Non-Exempt/Temporary; 20-30 hours per week through April 2022

REPORTS TO: Executive Director, Women's Business Center

NUMBER OF POSITIONS REPORTING TO THIS POSITION: 0

LOCATION: Remote in West Virginia

THE CONSERVATION FUND

The Conservation Fund ("TCF" or the "Fund") is a nonprofit conservation organization dedicated to the dual mission of protecting America's most important land, water, and natural resources while also supporting economic growth in communities. Top-ranked for efficiency and effectiveness, we have worked in all 50 states to protect over 8.5 million acres of land since 1985.

NATURAL CAPITAL INVESTMENT FUND

Natural Capital Investment Fund (NCIFund) is a US Treasury certified CDFI (community development financial institution), and the only statewide CDFI in WV. It received a multi-year grant from the SBA in March 2020 to support the West Virginia Women's Business Center.

NCIFund lends and delivers technical assistance to enterprises that promote a healthy environment and healthy families in West Virginia, North Carolina, and the Appalachian regions of surrounding states. We manage \$50 million in assets and lend \$12M - \$15M per year. Through 2019, NCIFund has invested more than \$72M in 340 enterprises that have created or retained over 6,200 jobs, primarily for low- and moderate-income individuals.

Roughly half of the businesses we support are owned by women or minorities, and three quarters are in rural or economically underserved communities. NCIFund believes capital alone is not enough to generate the economic boost these communities deserve. So we deliver over 4,000 hours of technical assistance annually to prospective borrowers and portfolio companies, making sure they are well-equipped to make the best use of NCIFund's loan capital.

NCIFund meets its mission as a CDFI by supporting triple-bottom-line (TBL) enterprises that promote equity, protect the environment, and grow the economy. These include healthy local food and specialty agriculture; renewable energy and energy efficiency; eco- and heritage tourism; child and adult day care; primary health care providers, and small-town main street redevelopment.

The WV WBC builds on our vision that well-supported, home-grown talent can take the lead in growing TBL businesses in many sectors. These will form the economic foundation of lasting and resilient communities by replacing extractive industries with enterprises that produce essential goods and services, use natural resources wisely, and create local wealth via living wage jobs with benefits and skill building opportunities.

The WV WBC is part of a national network of 136 WBCs, funded in part by the Small Business Administration, that offer one-on-one counseling, training, networking, workshops, technical assistance, and mentoring to women and minority-owned businesses on numerous business development topics, including business startup, financial management, marketing, and procurement. The newly-established Centers in Charleston, WV, and Fairmont, WV, are focused on understanding and serving the unique conditions facing women and minority

small business owners and start-ups in all geographic regions and industry sectors across the state. In particular, the impact of COVID-19 on small businesses has been well-documented, and the WV WBC is committed to helping these businesses survive and thrive despite the disruption caused by the pandemic.

POSITION SUMMARY

The Marketing & Social Media Specialist will assist in communicating to small business clients all aspects of COVID-19 response resources available from the WV WBC, across all social media platforms, including Facebook, Twitter, LinkedIn and Instagram. The specialist will also work with our outside marketing agency to manage seamless integration with the website, provide input on marketing campaigns, and suggest other social media platforms or media outlets for communication to various targeted sectors. Marketing Specialist will also research social media management tools (Hootsuite, Loomly, etc.), make recommendations, and implement the selected tool in support of enhanced communication and outreach. Finally, the Marketing Specialist will monitor the effectiveness of social media posts and marketing campaigns and make recommendations to improve reach to various sectors.

RESPONSIBILITIES & SCOPE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

- Manage day-to-day social media updates
- Monitor social media postings of partners, peers and industry to recommend and inform WVWBC communications and strategies
- Research and recommend social media management tool
- Work with outside marketing agency to ensure seamless communication strategy between social media, website and other marketing channels
- Assist with other marketing, communication and outreach initiatives and efforts
- Track, assess and report on the effectiveness of social media campaigns and initiatives, and make recommendations for improvements
- Other duties related to marketing/social media as assigned

MINIMUM QUALIFICATIONS

- Strong understanding of social media marketing and ecommerce
- Minimum one year experience managing social media for an organization
- Ability to research, assess and recommend products or services to support marketing objectives
- Experience with Microsoft Office
- Ability to work remotely
- Ability to work both independently and with others to achieve desired outcomes

PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE

- Experience using Canva

WORK ENVIRONMENT

- Work is performed in an office setting
- Estimated travel – 0%

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time, with or without notice.

To learn more about The Conservation Fund, visit <https://www.conservationfund.org>.

Qualified candidates should email resume and cover letter to: careers@conservationfund.org.

The Conservation Fund, a Non Profit Corporation, is an Equal Opportunity Employer who fully and actively supports equal access for all people regardless of Race, Color, Religion, Gender, Age, National Origin, Veteran Status, Disability, Genetic Information or Testing, Family and Medical Leave status, Sexual Orientation and Gender Identity or Expression. The Fund prohibits retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or practice in the investigation of any complaint, or otherwise oppose discrimination.