

Position Announcement

Position Title: Digital Marketing & Content Manager

Department: Communications

Reports to: Director of Communications

Salary Range: \$50,000-\$55,000

Full time, Salaried, Exempt

Position Summary: The Digital Marketing and Content Manager helps develop and implement the Forest Society's digital presence to engage members, constituents, and the general public to advance the organization's mission. This position blends storytelling with strategic marketing to connect people to our mission through engaging campaigns, multimedia content, and meaningful community experiences.

Essential Duties and Responsibilities:

- Works with the Director of Communications to develop and execute a digital outreach strategy and ensuring the Forest Society's digital presence through the website, social media, publications, and campaigns.
- Work with staff across all Forest Society departments and programs to identify stories and content opportunities.
- Create and distribute written, visual, and multimedia content that inspires and informs audiences across digital platforms.
- Coordinates with the Communications Manager to capture photography and video at events and in the field to support both storytelling and fundraising.
- Compose and edit blog posts, social captions, campaign copy, and newsletter content with brand voice and donor messaging in mind.
- Design graphics, promotional materials, and presentations using Canva, Adobe Illustrator, and related tools.
- Manage and optimize email campaigns across newsletters and appeals, using Luminate Online and other platforms.
- Develop digital fundraising content in coordination with the Development team, including appeals, stewardship pieces, and campaign landing pages. Update campaign content, visuals, and storytelling on donation-related pages.
- Ensures that all campaigns are aligned in tone, visuals, and messaging.
- Analyze performance metrics and platform trends to guide strategy and report on impact. Recommend improvements for search engine optimization, donation workflow, and the Forest Society Website. Track and report on engagement metrics and brand visibility.
- Manage Forest Society's social media presence across Instagram, Facebook, LinkedIn, and Threads. Maintain and improve the Forest Society Web page, ensuring it is up to date, user-friendly, and optimized for engagement. Works with staff to update content, refine design elements and develop features.
- Manage event calendar and content updates via Drupal and Luminate.
- Continuously collaborate with all Forest Society departments to identify stories and relevant content in order to drive traffic, increase engagement and track the results.

- Responsible for special and on-going projects, including outreach to members, donors, trustees and staff,, and other efforts as needed.
- Attends all staff meetings and events, Communications, Outreach Committee meetings and other committee meetings as directed.
- Other duties as assigned.

Contributions/Outcomes: Increase and strengthen engagement with the Forest Society membership and constituents by providing high quality content for the website, social media, email, and campaigns by amplifying stories that highlight our forests, programs, and people.

Required Education and Experience:

- Possession of a Bachelor's degree from a recognized college or university with major study in Communications, Journalism, Digital Media, Marketing, or related field.
- 3–5 years of experience in Digital marketing, nonprofit communications, or related field.
- Excellent writing and editing skills, particularly for website content, email, and social media.
- Experience creating and managing email campaigns and tracking analytics (e.g., Luminate, Mailchimp, Blackbaud, Google Analytics).
- Visual content creation skills: photography, social media graphics, and video production/editing.
- Proficiency with tools like Canva, Adobe Creative Cloud, Meta Business Suite, and CMS platforms.
- Strong organizational and project management skills.

Preferred Qualifications and Skills:

- Familiarity with Luminate Online, Blackbaud Raiser's Edge, or similar fundraising platforms.
- Understanding of Search Engine Optimization, A/B testing, and website optimization best practices.
- Journalism, creative writing, or visual storytelling background.
- A passion for conservation, forests, nature, and outdoor recreation.

Working Conditions: Office setting based at the Forest Society's Conservation Center in Concord, New Hampshire in an environmentally sustainable building. Ability to work outdoors in rough terrain and navigate through the woods independently. Some evening and weekend work is required and use of personal transportation to events.

Physical Requirements: Ability to sit and work at a computer for long periods. Ability to lift and move 20 lbs. to carry and set up tents, booths, displays. Ability to walk/hike long distances, over rough or variable terrain through wooded areas in a variety of weather conditions while capturing photographs, images, videos.

Direct Reports: None

Last review: 11/12/2025

Position will be open until filled

HIRING INFORMATION: Please send a cover letter and resume to Stephanie Milender, Human Resources Director at: smilender@forestsociety.org

Equity, Inclusion & Collaboration: The Forest Society is an equity-based employer. We value a diverse staff and an inclusive culture. We value staff that work for the good of the whole; that can effectively collaborate to achieve shared goals of their department, as well as the organization. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any other protected status as required by applicable law.