



**Dinosaur Ridge
Director of Marketing and Communications**

Who we are:

Located on Jefferson County Open Space, Dinosaur Ridge is one of the most important paleontology sites on Earth. Our globally iconic site has been ranked by paleontologists as the #1 dinosaur track site in the nation, and one of the most important in the world. Dinosaur Ridge draws 235,000 annual visitors to our outdoor museum to view 300+ dinosaur tracks still preserved on the sandstone slope. Dinosaur Ridge was the site of the first Stegosaurus discovery on earth and was designated a National Natural Landmark in 1973. The Friends of Dinosaur Ridge is a nonprofit 501(c)(3) organization founded in 1989 with the purpose of preserving the fossils on Dinosaur Ridge and educating the public about the natural history of the area. Our mission was later expanded to include the fossil sites at Triceratops Trail in Golden, Colorado.

Who you are:

Director of Marketing and Communications is responsible for overseeing all marketing and communications efforts in support of Friends of Dinosaur Ridge's mission and values. The qualified individual will be responsible for developing FODR's brand and developing and guiding marketing strategies, developing and delivering marketing and communication programs that drive awareness, engagement, and the achievement of FODR's strategic objectives, and, implementing FODR's marketing plans, including preparing online and print marketing campaigns, establishing and implementing an effective social media program, identifying new channels to promote FODR, and identifying data and research needs.

We anticipate this position will work up to 20 per hours/week and will allocate their time approximately:

- Event specific marketing - 23%
- Departmental projects, including interpretative sign revitalization - 23%
- Website design and maintenance - 16%
- Social media and online calendar listings - 16%
- Administrative tasks, calls, and meetings - 16%
- Newsletters and other publications – 6%

Required Qualifications:

- Bachelor's degree in Marketing, Communications/English, or related field
- 3-5 years of professional experience in marketing and communications
- Excellent verbal and written communication skills, including copywriting, editing, and content creation
- Proficiency using Word Press and/or other WYSIWYG website design platforms like Wix or Squarespace
- Experience managing projects for different department heads, coordinating direct mail campaigns, using digital marketing (such as Mail Chimp, social media, press releases) to drive results
- Ability to work both collaboratively and autonomously
- Values diverse perspectives and work-styles
- Team-oriented and consistently demonstrates positive values in work habits

Admired, but not required Qualities:

- Graphic design experience and proficiency using Adobe Creative Suite (Illustrator, Photoshop)

- Non-profit experience
- Passion for the mission of Dinosaur Ridge, interest in paleontology, geology, and/or science

Equal Opportunity Employer

Friends of Dinosaur Ridge is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees, volunteers, and guests. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on job requirements, individual performance, and business needs.

Please include a letter of interest and resume when submitting for this position. Email your application materials to Robin Morris, Dinosaur Ridge Director of Operations (robin.morris@dinoridge.org)

- Job Type: Part-time, Contract
- Salary: \$18.00 to \$22.00 /hour
- Experience:
 - Marketing/Communications: 3 years (Required)
 - Non-Profit: 1 year (Preferred)
- Education:
 - Bachelor's (Required)
- Hours per week: 10-19
- Contract Length: More than 1 year
- Contract Renewal: Likely
- Typical start time: 9AM