



Position Opening Marketing and Communications Director

Ghost Ranch is an education and retreat center located in northern New Mexico and many have deemed its landscape sacred. Our mission is to enrich lives.

We are looking for a creative marketing communications professional who understands the power of brand marketing and can wield it to support the multi-faceted mission and financial sustainability of Ghost Ranch.

This leadership position sits on our management team and is responsible for planning and strategic direction for the marketing and communications of all facets of Ghost Ranch Education & Retreat Center. The Director of Marketing & Communications has direct supervision of the three-person marketing team.

With a multi-faceted product line speaking to diverse audiences--including Presbyterian Church and other faith-based communities; Tourists from multiple backgrounds, regions and countries; Artists; Scientists, All ages, youth to senior citizens--the marketing team is tasked with sharing the message of Ghost Ranch with the intention of expanding awareness, eliciting a response, growing our audience base and engaging new users in an ongoing customer life cycle, ultimately increasing income through all revenue channels:

- Program & Events
- Tours, Museums & Outdoor Adventure
- Lodging
- Retail Sales
- Quality Customer Service Practices
- Promotional Opportunities
- Fund Development & Donor Relations

Position Overview

Reporting to the Executive Director, this position has brand oversight and assumes accountability and ownership for overall brand strategy, marketing and communications. As the steward of the brand and voice of Ghost Ranch, the optimal candidate will be able to nuance a wide spectrum of messaging across diverse channels targeting a variety of audiences. The ideal person will be a highly effective communicator and inspiring team leader who is equally excited about engaging with guests, working on tasks, elevating staff capabilities, strategizing with a team and striving for perfection in message execution.

Tasks & Opportunities

- Provide inspiring, involved and organized team leadership and direction to expand organization brand as a cultural institution and nationally renowned education and retreat center
- Maintain brand consistency across all channels, on-site touch-points, print literature, digital messaging, trade shows, fund development, community interaction, promotions and events

- Work with the development team to create effective fundraising communication strategies that expand and secure our donor base, including launch of a capital campaign, direct mail and email appeals, annual auction, annual report, annual newsletter
- Perform PR efforts including writing and distribution of press releases, pitching stories, vetting and hosting influencers, freelance writers and journalists
- Drive content and marketing campaign creation for awareness building activities and lead generation via email and events
- Negotiate, purchase and oversee creation of advertising schedule and campaigns
- Oversee website and online content. Monitor google analytics and social media performance to identify audience development and engagement opportunities.
- Monitor performance; analyze ROI and success rates of all marketing initiatives
- Key strategist for converting leads to program registrations, tour reservations, group bookings, overnight stay reservations, retail sales and donor giving
- Increase post visit engagement, community building
- Increase guest satisfaction, managing expectations

The Ideal Candidate

- Proven success in marketing an educational, hospitality or tourism organization
- 10+ years of marketing or related experience
- Is a highly effective communicator and inspiring team leader
- Outstanding verbal and written communication and presentation skills
- Proven track record of executing in a highly collaborative work environment with cross-functional team
- Understanding of brand management, traditional and interactive marketing, and communications strategies and tactics
- Knowledge of how to manage media relations, research editorial opportunities and build relationships with key industry media
- Direct experience and understanding of working with Adobe Creative Suite.
- Understanding of web-based technologies including Social Media Management.
- Hands on skills - can manage the execution of all offline/online marketing campaigns
- Incorporate internal, customer feedback around common themes/challenges and opportunities
- Skilled in managing annual operating budgets
- Tremendous curiosity, energy and enthusiasm to drive the business forward
- Bachelor's degree required; MBA a plus

As an Employee of Ghost Ranch

- Understanding and respectful of the Presbyterian Church (U.S.A.), a progressive Christian denomination welcoming to all
- Ability to maintain high business standards especially in confidential and sensitive interactions, in the protection of confidential information and records and in communications with internal and external audiences
- Must be highly professional in demeanor and appearance at all times
- Must have strong verbal, written, listening, analytical, presentation and interpersonal skills
- Excellent organization and time management skills with strong attention to detail and accuracy
- Must be able to multi-task and to be flexible in a high-paced environment
- Employees are held accountable for all duties of the job and other duties as assigned.
- Employees are required to successfully pass a background check.

Physical components of position

Public speaking, writing, using a computer, talking on phone, walking over rough, uneven terrain, climbing stairs, occasional bending and stooping, lifting 10-25 pounds. occasional exposure to hot and cold outside temperatures.

To request an application or for more information contact:

Kim Kelly

Ghost Ranch, Human Resources Director

(505) 685-1003 or Email: kimk@ghostranch.org

**Applications will be accepted until position filled
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