



## Marketing & Design Coordinator

Henry's Fork Foundation • Ashton, Idaho • Hybrid

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The Henry's Fork of the Snake River—one of the most storied trout fisheries on earth. Your work? Designing the campaigns and visuals that help protect it.

If you're a creative who wants your talent to matter, keep reading.

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### Position Details

**Title:** Marketing & Design Coordinator

**Department:** Communications & Marketing

**Reports To:** Director of Communications

**Status:** Full-Time, Exempt

**Compensation:** \$55,000–\$63,000 annually, commensurate with experience

**Location:** Hybrid—primarily remote with quarterly to monthly in-person time at HFF's Ashton, Idaho campus. Candidates must reside within a 4–5 hour drive of Ashton (e.g., Jackson, WY; Victor/Driggs, ID; Boise, ID; Salt Lake City, UT; Bozeman, MT).

### About Henry's Fork Foundation

Founded in 1984, the Henry's Fork Foundation (HFF) is dedicated to conserving the world-class wild trout fisheries in the Henry's Fork of the Snake River and connected watersheds through science-based collaboration. HFF promotes favorable streamflow, good water quality, healthy fish populations, and a world-class fishing experience across the Henry's Fork and South Fork Snake River watersheds.

Our campus in Ashton, Idaho includes offices, a conference center, interpretive center, and research laboratory. With a staff of ~20, we're a small team that punches well above our weight—and we're looking for a creative person who wants to do the same.

### The Opportunity

This is a hands-on creative role with real ownership. You'll be the person who takes HFF's science, conservation stories, and community work and makes them look and feel as compelling as they deserve—across email, print, web, social media, and everything in between.

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You'll work closely with the Director of Communications on messaging and creative brand direction, with the opportunity to bring that work to life through thoughtful, high-quality design. We want someone who can take direction and elevate it—who sees an opportunity to do something better. Someone who brings ideas to the table, experiments with new approaches, and brings strong design instincts, attention to detail, and creative problem-solving execution.

This is a design-forward role, not a copywriting position—but you should be comfortable writing and publishing blog content that brings our work to life. If you can turn a field report into a story people actually want to read, even better.

## What You'll Own

### Fundraising Campaigns & Events

Coordinate and execute the marketing and design of HFF's key fundraising efforts, including:

- Coordinate marketing and design for major events
- Develop event collateral (invitations, signage, programs, digital assets)
- Build and update landing pages and registration experiences
- Support promotion across email, web, and social
- Produce campaign assets across email, web, print, and social
- Ensure consistent, timely rollout across all touchpoints

### Design & Visual Production

- Design and produce materials across channels, including:
  - Emails, newsletters, brochures, direct mail, donor communications
  - Event materials and campaign collateral
  - Social media graphics and digital assets
- Maintain and evolve visual brand standards across all channels
- Prepare files for print production and manage vendor relationships for mailers, annual reports, and other materials

### Website & Digital

- Build and update web pages in WordPress using Elementor with responsive, on-brand design
- Handle routine WordPress maintenance—plugin updates, troubleshooting, content updates
- Implement landing pages and campaign-specific web content with the Communications Director

### Email & Campaign Execution

- Design layout for and implement email campaigns for events, appeals, and donor communications
  - Manage email templates, audience segmentation, and automation workflows
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- Coordinate with Development to ensure accurate and timely communications

## Communications Coordination

- Manage production timelines, assets, and deliverables across campaigns
- Handle behind-the-scenes logistics that keep Communications running smoothly
- Ensure materials are delivered accurately, on time, and aligned with brand standards

## Social Media

- Implement social media across platforms (Instagram, Facebook, etc.)—scheduling, posting, and community engagement
- Create and curate visual content that tells the story of the Upper Snake watershed and the people who protect it

## Who You Are

You're the kind of person who gets handed a rough idea and hands back something that makes people say "that's exactly what I was picturing, but better." You don't need constant direction—you see what needs to happen and you make it happen. You care about the details, you're always looking for ways to raise the bar, and you're genuinely fun to work with. You understand that good design drives action—whether that's event registration, donor engagement, or campaign participation. You're comfortable working within an established brand and messaging framework, but you bring strong visual instincts and take pride in elevating how that work shows up in the world.

### You thrive when you can:

- Take a concept or rough direction and turn it into polished, effective design without needing to be micromanaged
- Juggle multiple projects across print, digital, email, and social
- Work within an established brand and messaging framework while elevating the visual output
- Bring fresh ideas and suggest new approaches, even when nobody asked
- Learn new tools and platforms quickly
- Collaborate with a small team where everyone wears a few hats and has each other's backs
- Get outside. You care about conservation, the outdoors, and the wild places that make this work meaningful

## What You Bring

### Must-Haves

- 2-5 years of experience in graphic design, marketing design, or a related creative role
  - A strong portfolio that shows range—print, digital, email, social
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- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop; motion or video skills a bonus)
- Working proficiency in WordPress—comfortable with Elementor page building, plugin updates, basic site maintenance, and troubleshooting
- Email marketing experience—you’ve built campaigns, managed templates, set up segmentation and automation workflows
- Strong blog writing and content creation skills—you can craft a story, not just design around one
- Social media fluency—you know what works on each platform and can manage a brand presence
- A sharp eye for typography, layout, color, and brand consistency
- Self-motivation and the ability to manage your own time and deadlines in a hybrid environment
- Ability to manage multiple projects and deadlines independently
- A background in the outdoor industry, conservation, or a related field—this mission has to matter to you

*If you don't check every box, but this role sounds like you, we'd still love to hear from you. We value potential and passion as much as a perfect resume.*

### **Nice-to-Haves**

- Comfortable working in a CRM or donor management platform (e.g., Virtuous, Bloomerang, Salesforce Nonprofit)
- Nonprofit marketing or fundraising communications background
- SEO basics, web analytics, and digital marketing best practices
- Comfort repurposing existing photo and video assets for web and social
- A personal connection to fly fishing, watershed conservation, or the Greater Yellowstone ecosystem

### **What We Offer**

- Salary range of \$55,000-\$63,000, commensurate with experience
  - Health insurance (including vision and dental): Regence Blue Shield 100% for employee, 65% for dependents
  - Retirement: Simple IRA with up to 3% employer match
  - PTO and sick leave start: 80 hours PTO to (accrues at 6.67 hours per month), 24 hours sick leave (accrues at 8.00 hours per month)
  - Pro deals for gear available through vendors HFF works with and Outdoor ProLink
  - Hybrid flexibility—work remotely with quarterly to monthly time at our Ashton, ID campus
  - Work that matters—your designs will directly support the conservation of one of the most iconic trout fisheries in the world
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- A small, collaborative team where your contributions are visible, valued, and celebrated
- A lifestyle most people only get on vacation—world-class fishing, skiing, hiking, and wildlife in the Greater Yellowstone region

## How to Apply

Send us:

- Your resume
- A link to your portfolio (or PDF samples of your best work)
- A short note telling us why this role caught your eye and what you'd bring to HFF

Email to Communications Director **Jamie Powell** at [jamie@henrysfork.org](mailto:jamie@henrysfork.org). We're reviewing applications on a rolling basis—don't overthink it, just reach out.

## Physical Requirements & Work Environment

This is a hybrid position. Day-to-day work is performed remotely from a home office or personal workspace equipped for graphic design—extended time at a computer using design software, managing multiple monitors, and working with detailed visual layouts. The employee must be able to sit or stand at a workstation for prolonged periods while performing design, email marketing, web development, and content creation tasks.

Monthly to quarterly in-person attendance at HFF's Ashton, Idaho campus is required for team collaboration, planning sessions, event support, and on-site content creation (photography, video, etc.). Candidates must reside within a 4-5 hour drive of Ashton and possess a valid driver's license and reliable transportation. Occasional travel to events, donor gatherings, or field locations within the region may also be required. The employee may occasionally lift materials weighing up to 20 pounds (event signage, print materials, equipment, etc.).

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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## Equal Employment Opportunity

Henry's Fork Foundation is an equal opportunity employer. We do not discriminate on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation, gender identity, or any other legally protected status. All qualified applicants will receive consideration for employment without regard to any protected characteristic.

**ADA Compliance:** Henry's Fork Foundation complies with the Americans with Disabilities Act (ADA) and applicable state and local laws. We will provide reasonable accommodations for

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qualified individuals with disabilities in the application process and in the performance of essential job functions. To request an accommodation, please contact [jamie@henrysfork.org](mailto:jamie@henrysfork.org).

**Employment Disclaimer:** This job description is intended to describe the general nature and level of work being performed. It is not intended to be an exhaustive list of all duties, responsibilities, or qualifications. Management reserves the right to amend and change responsibilities to meet organizational needs. This job description does not constitute a contract of employment, and employment with Henry's Fork Foundation is at-will.

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