



The [Recreational Boating & Fishing Foundation](#) (RBFF) is looking for a **State Marketing Coordinator** to join its team in Alexandria, VA. We're looking for a goal-oriented, team player with extensive experience in managing marketing and outreach programs.

As the only organization dedicated to growing U.S. participation in recreational boating and fishing, and supporting the aquatic conservation programs that rely on it, RBFF manages the award-winning [Take Me Fishing™](#) and [Vamos a Pescar™](#) brand campaigns. Our work includes advertising, marketing, public relations and social media to get the word out about our digital resources, where consumers can learn, plan and equip for a successful day on the water.

If you are a resilient, customer-service oriented person who enjoys working in a small group setting; and you are in search of a job that promotes fun, quality time with friends and family, and conservation, we'd love to have you on board! We'll even invite you to go fishing with us each summer.

Partners and stakeholders are important to our success, and this position will work closely with key state natural resource agency personnel to design and implement marketing and outreach programs that will enable us to reach our goals. As RBFF manages the [Take Me Fishing™](#) and [Vamos a Pescar™](#) brand campaigns, this position would be responsible for supporting similar marketing campaigns at the state level.

Responsibilities

- Work with the Senior State Marketing Manager to design and implement recruitment, retention and reactivation (R3) marketing and outreach programs.
- Develop and implement plans to expand and enhance current state agency partner programs. Programs to include, but not limited to, [First Catch Centers](#), [Boat Registration Reactivation Program](#), [quarterly webinars](#), [case studies](#), Adopt A Lake, etc.
- Measure and report on program performance.
- Conduct outreach efforts to drive program adoption by state partners.
- Proactively manage relationships to identify partner needs and key partner champions.
- Provide necessary support to state agencies to assist them in implementing programs.

Required Skills

- Bachelor's degree in communications, marketing, development or business management.
- 1 - 3 years of progressively responsible experience in marketing, communications, project management and other related experience.
- Solid marketing skillset; multichannel marketing experience.
- Exemplary project and program management skills; ability to prioritize and organize tasks, effectively manage multiple projects concurrently with attention to detail, and adherence to deadlines.
- Exemplary written and verbal communication skills; ability to market/sell ideas and products.
- Experience managing retention-based programs is preferred.
- Experience with state fish & wildlife agencies and/or the outdoor industry a plus.

As an RBFF staff member, you will receive a competitive salary; full benefits package including 401k, performance-based bonuses, medical, dental, vision, long- and short-term-disability, life and AD&D insurance. If you are an outstanding State Marketing Program Coordinator with a solid background, we want you on board! Please send

Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300, Alexandria, VA 22314
www.TakeMeFishing.org/corporate

your resume to hr@rbff.org with your salary requirements, and reference State Marketing Coordinator in the subject line. No phone calls, please.