



Marketing and Communications Manager

Position Title:

Employment Classification:

Reports to:

Department:

Annual Salary:

Marketing and Communications Manager

Full Time, Exempt

Director of Development and Community Engagement

Development

\$48,000 to \$52,000; benefits included

JOB SUMMARY

The Marketing and Communications Manager is directly responsible for all marketing efforts and promotional activities of the Living Coast. Major responsibilities include advertising, digital marketing, PR, community relations, and approving design and copy for all communications.

The Marketing and Communications Manager develops and manages all marketing, communications, and promotional activities of the Living Coast Discovery Center. The position is responsible for community relations, social media, website, e-newsletters, media, advertising, outreach, external and internal communications, and other efforts. The position ensures that LCDC's mission of environmental & wildlife conservation, education, and research are represented with consistency and appropriate verbiage/imagery throughout all marketing efforts.

The position oversees offsite Marketing and Design consultants and works with third-party vendors.

DUTIES AND KEY RESPONSIBILITIES

- Develop, implement, and manage communications and marketing plan.
- Engage with community groups at various meetings and events. Oversee creation and delivery of press releases, online promotions, advertisements and other marketing materials.
- Prepare marketing analytics including PR, social, email, etc.
- Manage content and photos.
- Collaborate with all departments to reach organizational goals.
- Research marketing best practices and trends.
- Develop and maintain community and media contacts.
- Act as a spokesperson for Living Coast in media opportunities (includes live on-camera spots).
- Create and distribute bi-monthly e-newsletter and other emails.
- Manage social media efforts.
- Post blogs.
- Update website.
- Update all travel/review/blog and other web profiles as necessary (ie TripAdvisor, Yelp, etc).
- Promote all Living Coast programs and events to increase attendance.
- Develop and maintain brochures, flyers, one-sheets and other promotional materials.
- Create and maintain Google Adwords campaigns.
- Track coupon redemptions to analyze marketing channel effectiveness.
- Manage all projects assigned to Consultants and third party vendors.
- Prepare and monitor Marketing budget.
- Other duties as assigned.



Required Qualifications

- Bachelor's degree in marketing/public relations, business administration, or related field
- 2+ years of paid marketing experience
- Strong interpersonal and leadership skills; demonstrated ability to supervise and work with a variety of professionals.
- Excellent written and verbal communications skills.
- A thorough knowledge of Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.
- Candidate must possess strong organizational skills; be proactive; and possess the ability to work independently handling multiple priorities in a fast-paced, professional environment, with attention to detail.
- Should be a proactive self-starter with the ability to work independently. Must be able to set priorities, solve problems, and be resourceful under pressure.

Preferred Qualifications

- Experience in a zoo, aquarium or nonprofit
- Management/supervisory experience
- Media/PR experience
- Bilingual English/Spanish
- Knowledge of Adobe Creative Suite, Wordpress, Mailchimp, Hootsuite

WORKING ENVIRONMENT/PHYSICAL REQUIREMENTS

This position is an office job but a significant portion is out of office engagement of guests, volunteers, media, and community outreach events. Occasional driving to meetings and events. Physical requirements include standing, sitting, typing, bending and lifting up to approximately 20 lbs. The noise level in the work environment is usually moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: This position requires varied, flexible hours. A typical schedule is Tuesday-Saturday 8:30-5:00, but can vary depending on events, meetings, and media opportunities.

This job description is intended as a guide to the general job responsibilities and is not inclusive of every duty the employee is expected to perform.

The Living Coast Discovery Center is an Equal Opportunity Employer.

Please submit a cover letter and resume to Lori Coons,
Director of Community Engagement and Development, by emailing
lori@thelivingcoast.org by July 10 at 5:00 PM.