



Marketing and Communications Manger

<u>Position Title:</u>	<u>Marketing and Communications Manager</u>
<u>Employment Classification:</u>	Full Time, Non-Exempt
<u>Reports to:</u>	Director of Development and Community Engagement
<u>Department:</u>	Development
<u>Annual Salary:</u>	\$54,000-60,000; benefited
<u>Benefits:</u>	

The Living Coast offers a competitive compensation package including payment of 100% of the monthly premiums for medical, dental, vision, life, and long term disability insurance (pending plan approval); and paid time off with an annual accrual of 80 hours each of vacation, floating holidays, and sick time.

JOB SUMMARY

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

The Marketing and Communications Manager creates, develops and manages all marketing, communications, and promotional activities of the Living Coast Discovery Center. The position is responsible for social media, website, e-newsletters, PR/media, advertising, external and internal communications, promotions, and other efforts. The position ensures that LCDC's mission of environmental & wildlife conservation and education are represented with consistency and appropriate verbiage/imagery throughout all marketing efforts. In addition, this position is responsible for driving general guest and program attendance, supporting philanthropic initiatives, and communicating interpretive wildlife and conservation education to the general public.

The position manages PR and Design consultants as necessary.

DUTIES AND KEY RESPONSIBILITIES

- Develop, implement, and manage communications and marketing plan.
- Oversee creation and delivery of press releases, online promotions, advertisements and other marketing materials.
- Manage social media efforts (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Create and manage all content including photos and videos.
- Promote all Living Coast programs and events to increase attendance.
- Collaborate with all departments to reach organizational goals.
- Coordinate graphic design projects, including signage and print collateral.
- Update and maintain Wordpress website.
- Support management of facility operations during normal operating hours.
- Act as a spokesperson for Living Coast in media opportunities (includes live on-camera news media).
- Create and distribute e-newsletter and other email communication as necessary.



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- Update all travel/review/blog and other web profiles as necessary (ie Yelp, Google Business etc).
- Develop and maintain brochures, flyers, coupons, and other promotional materials.
- Track coupon redemptions to analyze marketing channel effectiveness.
- Manage all projects assigned to Consultants and third party vendors.
- Post blogs.
- Research and implement marketing best practices and trends.
- Develop and maintain community and media contacts.
- Prepare marketing analytics including PR, social, email, etc.
- Prepare and monitor Marketing budget.
- Other duties as assigned.

Required Qualifications

- Bachelor's degree in marketing/communications, journalism, business, or related field
- 2+ years of marketing or communications experience
- Strong interpersonal and leadership skills; demonstrated ability to supervise and work collaboratively with a variety of professionals.
- Excellent written and verbal communications skills; perfect grammar and spelling.
- A thorough knowledge of Microsoft Office Suite, including Word, Excel, and Outlook.
- Extensive content creation and community management for multiple social media platforms
- Experience creating and sending e-newsletters, or similar emails
- Knowledge of Wordpress website development and maintenance
- Should be a proactive self-starter with the ability to work independently. Must be able to set priorities, solve problems, and be resourceful.

Preferred Qualifications

- Experience in a zoo, aquarium, museum or nonprofit
- Media/PR experience
- Bilingual English/Spanish
- Knowledge of Adobe Creative Suite, Wordpress, Mailchimp, Canva, iPhone, and Mac systems.

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.



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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.

To Apply

Applications will be accepted until the position is filled. All applications submitted by Monday, September 20 at 5:00 p.m. are guaranteed to be reviewed.

Please submit a cover letter and resume to Lori Torio,
Director of Community Engagement and Development, by emailing
lori@thelivingcoast.org.