



Title: Communications and Marketing Specialist

Location: Santa Cruz, CA

Status: 40 hours per week, occasional evenings and weekends as needed

Compensation: Salary commensurate with experience

Apply: Please send your cover letter, resume, one design sample, a link to a website you designed, and 2-3 professional or academic references to Katherine O’Dea at jobs@saveourshores.org. Applications considered on a rolling basis.

About the Organization

Save Our Shores is a 501(c)3 marine conservation non-profit that was founded in 1978. Our mission is to steward clean shores, healthy habitats, and living waters to foster thriving marine ecosystems throughout the Monterey Bay area. We work primarily in five CA counties – Santa Cruz, Monterey, San Mateo, Santa Clara, and San Benito. A bedrock of the region’s environmental community, Save Our Shores accomplishes its mission through awareness building (education and outreach), advocacy (promoting smart environmental policy), and citizen action (volunteerism). For more information on Save Our Shores’ work and history, visit www.saveourshores.org.

Position Description

Primary duties involve maintaining and updating Save Our Shores’ websites and social media platforms, designing graphics for print and online media, meeting communications requirements for grants and contracts, marketing the organization and our events, programs and accomplishments, building and maintaining press contacts, writing and submitting press releases, and serving as staff liaison (along with the Executive Director) to the Communications and Marketing Committee of our Board of Directors. The Communications and Marketing Specialist is a creative and talented individual who is proficient in WordPress, In-Design, and Adobe Illustrator and has excellent writing skills.

Web Management and Design (40%)

Save Our Shores operates three websites – our primary organizational site, a Climate Hub and an interactive volunteer coordination site – which the Communications and Marketing Specialist maintains and updates. Our ideal candidate is a seasoned web manager with experience using WordPress including its themes, apps, and plug-ins and is capable of:

- Designing and developing content for the websites
- Utilizing Google Analytics to track web traffic and inform communications strategies
- Tracking SEO and increasing audience reach and engagement
- Developing and managing online forms required for email, event, and volunteer signups
- Creating and maintaining an online store for the sale of our branded merchandise

Social Media Management (20%)

Save Our Shores actively engages our community through social media primarily utilizing Facebook, Twitter, and Instagram. Our ideal candidate will be skilled in these platforms, can be both creative and factual when posting, and capable of:

- Writing and scheduling engaging posts
- Developing new and optimizing existing hashtags
- Writing, designing, and sending regular e-blasts
- Tracking and monitoring community interaction and responding to comments
- Strategically boosting some posts and increasing our online audience
- Posting relevant events to Community Calendars

Graphic Design (30%)

Engaging and informative communications is fundamental to the success of Save Our Shores. Our ideal candidate will have excellent graphic design and writing skills and be capable of:

- Creating print and online design for our newsletters, infographics, advertisements, informational and marketing brochures, etc.
- Ensuring design files meet printer requirements
- Ensuring brand consistency across all media platforms

Waves and Wildlife Photo Competition Event Coordination (10%)

Save Our Shores conducts an annual photo competition celebrating the diversity of our local marine protected areas. This event is a role of the Communications and Marketing Specialist. Our ideal candidate will have some event management experience and be capable of:

- Coordinating and planning the annual Waves and Wildlife photo competition
- Recruiting photographers to enter the competition
- Designing event media including display panels, a PowerPoint presentation, etc.
- Coordinating exhibit venue reservations, vendors, and prize and refreshment donations

Other

The Communications and Marketing Specialist will also take on other tasks and functions as assigned. These tasks might include, but are not limited, to supporting tabling events, facilitating beach, river, watershed and other cleanup events, supporting public comment at City Council and County Board of Supervisor meetings.

All duties, time percentages, dates, and descriptions are subject to change.

Required Experience and Skills

To be successful in the Communications and Marketing Specialist role at Save Our Shores candidates must have:

- 3-5 years of experience in a communications or marketing role
- A Bachelor's degree in communications, web design, graphic design or a related degree
- Proficiency in WordPress and a solid understanding of best web practices

- Proficiency in Adobe Creative Suite
- Familiarity with Facebook, Twitter, and Instagram and best practices in these medias
- Familiarity with Microsoft Office programs
- Experience with GSuite
- Experience with ensuring brand consistency
- Ability to work on multiple projects and meet deadlines
- Creative, yet clear and concise, writing skills
- Some knowledge of human impacts on marine systems such as climate change

Preference will be given to applicants who:

- Have a graduate degree in a related field
- Are fluent in Spanish
- Have videography and editing experience
- Are experienced with community outreach and event coordination

Schedule Expectations:

Regular hours for this full-time position are Monday-Friday 8:30 to 5:00 inclusive of a half hour lunch period. An alternative daily start and end time may be negotiated, but most hours must be worked in the office between 10:00 and 4:00. All Save Our Shores employees enjoy the opportunity to work from home occasionally, with prior approval.

Occasional weekends and evenings may be required but will be communicated ahead of time. Mandatory weekend dates for 2019 include September 21 and October 6.

Compensation includes paid vacation and sick leave, health/dental insurance, workers' compensation, and approved expense reimbursement, including mileage driven for work assignments.