



## Marketing and Communications Coordinator Job Description

*Clean Ocean Action's Marketing and Communications Coordinator is a dynamic, integrated and dedicated person who is passionate about ocean protection and excels in an exciting team-based work environment to defend the ocean through planning, managing and implementation of marketing and communication measures. This position will contribute to COA's general approach, content, communication, and outreach to increase the productivity and visibility of the organization.*

### General Job Responsibilities

Coordinate and implement marketing and communication measures, including monthly newsletter, annual report and other publications, and social and traditional media.

### Specific Marketing Responsibilities

Implement internal and external communications and marketing, including the media schedule, print materials, traditional and social media, and advocacy activities. Create and ensure motivating, attractive, and professional communication and marketing products. Including:

- Production of the monthly print and electronic newsletters, and the mid-month e-update.
- Production of the Annual Report.
- Outreach to media by fostering, managing, and growing strong media contacts to result in increased, meaningful coverage. Working with other staff, finalize and distribute press releases and secure press coverage.
- Enhance and integrate COA branding in all aspects.
- Update, maintain and enhance the website, and participate in website Redesign Team.
- Seek and place articles in outside print outlets and LTE.
- Create motivating, attractive, and professional communication and outreach products.
- Participate in editing process.
- Build and strengthen programs through marketing.

### General Responsibilities

- Represent COA in a positive, professional and friendly manner that cultivates support
- Maintain focus and message on pollution prevention
- Stay current on state/federal policies, regulations and rules
- Support and promote development efforts, including assistance with foundations
- Integrate development work into program activities and vice versa

### Qualifications and Required Skills:

Creativity and ability to think on your feet

Outstanding verbal and communication abilities, including strong mastery of the English language and editing skills

Marketing experience

Graphics, design and publication production experience

Adobe Creative Cloud competency

Digital content creation and application

Relationship and partnership building

Experience in traditional and social media

Excellent organizing skills.

MS program competency, including Excel

**This position requires evening and weekend work at times.**

**Annual Salary:** Position is full time. Salary is competitive and commensurate with education and experience.

**Benefits:** Health and dental insurance coverage are offered on a cost-sharing basis, paid holidays and PDO, employer paid professional workshops and trainings.

**Application Instructions:** Position currently open. Applications will be accepted until position filled. Please send cover letter, CV, three references with affiliations, one writing sample, and salary expectations to [business@cleanoceanaction.org](mailto:business@cleanoceanaction.org) with "Marketing & Communications Coordinator" in the subject line.