



# National Marine Sanctuary Foundation

## Communication and Outreach Manager

**Location:** Florida Keys National Marine Sanctuary in Key West, Florida.

**Supervisor:** HR/Operations Manager

### Overview of Position

The Communication and Outreach Manager plans, develops and implements communication strategies to promote and support the Florida Keys National Marine Sanctuary's mission and work, including creating messaging and materials to inform, educate, and inspire key audiences which include businesses, press, potential funders, partners, government leaders, non-governmental organizations, and the public.

The Communication and Outreach Manager is also responsible for internal and external public relations, media relations, and community relations; represents the Sanctuary and Foundation programs and image to a variety of internal and external stakeholders; and is responsible for communications and public relations activities to raise awareness of the Sanctuary and its work.

The Communications and Outreach Manager also produces content for all digital and physical platforms; manages day-to-day outreach and engagement through print, digital, and social media channels; provides communications and marketing tools and tactical support for the Sanctuary; and serves as liaison with the Sanctuary's stakeholders and partners.

### Responsibilities:

- Develop a media and outreach strategy to include clear goals and objectives for Florida Keys NMS, outlining plans to meet strategic milestones.
- Serve as the media point of contact, and develop and disseminate media (print, web, releases, TV, video, social) appropriate for conveying Florida Keys National Marine Sanctuary policy, conservation efforts, management processes and resource protection to a broad and varied constituent group, locally, regionally and nationally.
- Establish and maintain mutual communications between the Florida Keys NMS, the Foundation, and business, industry, universities, government agencies and the general public; advise management on policy



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- formulation; promote communications with influential and decision-making audiences to encourage understanding and support of agency objectives.
- Assist Superintendent on behalf of the National Marine Sanctuary Foundation by representing Florida Keys NMS in local, regional, state and national forums with the development and implementation of community and business relations.
  - Oversee the development of signage and exhibits promoting stewardship of sanctuary resources for targeted audiences and materials for visitor centers, the general public and in the field.
  - May serve as team lead to oversee the education and outreach team at Florida Keys NMS to coordinate, conduct, develop and evaluate education, outreach and/or communication activities such as media campaigns, press releases, Op-Eds, brochures, fact sheets, exhibits, A/V support, volunteer programs, PSAs, curricula, outreach programs, visitor centers (development and programming), exhibits, special events planning, and press conference coordination.

### **Qualifications:**

- BA or BS degree or higher in communications, public relations or media. Preference will be given to a course of study specializing in Media Outreach. Applicants with considerable work experience will be considered in addition to applicants with degrees in communications, public relations or media relations.
- Experience creating and implementing a cohesive media strategy and campaign for other not-for-profits or businesses.
- Minimum of 3-5 years of documented work experience.
- Demonstrated skill in all aspects of a major outreach and education campaign, including conceptual development, implementation, coordination with governmental agencies, universities and the public.
- Ability to represent the organization and present issues and recommendations orally and in writing.
- Strong skills in content development, writing and editing, with an ability to identify story ideas and translate complex information into versatile text or visual narrative for multiple audiences on various platforms with moderate to minimal supervision.
- Ability to understand and interpret technical material for a variety of audiences including influential and decision-making individuals and



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organizations as well as ability to turn technical material into publicly accessible documents and media.

- Ability to analyze and relate complex variables to specific policy issues and frame feasible options.

### Why You Will Love Us

- Dedicated and passionate staff committed to marine and Great Lakes conservation, and a fun group who takes its work more seriously than we take ourselves.
- Generous leave policy
- Health Benefits: medical, dental, and vision
- Foundation paid disability and life Insurance
- Retirement: 403(B) with 3% employer contribution after one year of service. No match required, 100% vested.

### Compensation and Benefits

Salary Range: Commensurate with experience. The Foundation offers a competitive benefits package.

[Apply Here](#) Please be prepared to submit a resume, cover letter, and three professional references. Applications received prior to September 4, 2020 will be preferred.

The Foundation is an equal opportunity employer and actively works to ensure fair and equal treatment of its employees.