



Communications Manager

Location: Silver Spring, MD
Supervisor: Director of Strategic Communications

Position Overview

The Communications Manager is a key member of the National Marine Sanctuary Foundation's messaging and communications operation. The manager is responsible for executing several facets of communications strategy, with an emphasis on digital communications. These duties may include editorial content, social media, multimedia, web presence, materials development, marketing communications, and brand management. The manager will support the Director of Strategic Communications with ongoing projects related to internal communications, strategic partnerships and public relations. The position requires an outgoing personality to engage partners, colleagues, the media, and Foundation supporters. The ideal candidate possesses excellent oral and written communication skills and the creativity to share the Foundation's message in new and innovative ways. He or she should be very comfortable with all social media platforms. Attention to detail is critical, along with the ability to stay on message (and help others do so!) and establish metrics to measure program effectiveness.

Responsibilities:

- Create and execute a multi-year social media and digital presence strategy, with emphasis on growing followership and engagement.
- Lead the growth of the Foundation's blog and editorial content on its website with compelling stories that drive interest in Foundation priorities.
- Support the Foundation's email marketing operation by contributing to and editing monthly newsletters and other marketing outreach.
- Provide day-to-day updates for the Foundation's website
- Develop materials including one-pagers, infographics, toolkits, and reports that effectively convey Foundation messaging.
- Provide support for public relations and media outreach activities by building and maintaining media lists, writing press releases and tracking news coverage.
- Maintain branding standards across organization communication products.
- Support major Foundation events, including Capitol Hill Ocean Week, the Ocean Awards Gala, and the Blue Beacon Series, with communications planning and execution and on-site assistance.
- Work with the Development team to support fundraising activities and solicitation of sponsorships, including preparation of marketing materials and assistance with outreach activities and fulfilling sponsorship activations.
- Promote the Foundation's Conservation and Policy work through project-specific communications planning and execution.
- Represent the Foundation in working with partner agencies and organizations, including NOAA's Office of National Marine Sanctuaries, on collaborative communications and outreach efforts.

Qualifications and Requirements

- A Bachelor's degree and three to five years of relevant experience.



**National
Marine Sanctuary
Foundation**

- Excellent oral and written communications skills.
- Skill and experience in developing and maintaining compelling social media presence.
- Demonstrated experience writing and editing blog posts, press releases, op-eds, web content, marketing collateral, and similar compelling written materials.
- Ability to work on multiple priority tasks concurrently.
- Skill and experience in working as a member of a team to complete diverse projects.
- Knowledge of the goals, activities and programs of the Foundation and an interest and fluency in ocean and Great Lakes conservation issues.
- Basic video editing skills and graphic design skills are helpful but not required.
- Fluency in computer software programs (i.e. Microsoft Office, Adobe, Gmail, and databases).
- Familiarity with communications tools such as Mailchimp, Wordpress, Hootsuite, Canva, and Cision are a big plus.

About Us:

The **National Marine Sanctuary Foundation** (“Foundation”) is a leading voice for U.S. protected waters, working with communities to conserve and expand those special places for a healthy ocean, coasts, and Great Lakes. We increase awareness of, and support for, national marine sanctuaries and marine national monuments and their vital role in ensuring a healthy ocean. The Foundation works in close partnership with the National Oceanic and Atmospheric Administration (NOAA) to increase stewardship of our ocean and Great Lakes through on-the-water conservation projects, and education and public outreach activities, and by support for research. Together, we safeguard species and the places they call home, and support coastal communities and economies. To learn more visit: www.marinesanctuary.org

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
- Monthly cell phone reimbursement
- Transportation Benefits when commuting to and from the office.
- Retirement: 403(B) with 3% employer contribution after one year of service. No match required, 100% vested.

Compensation and Benefits: Salary range starts at \$50,000. The Foundation offers a competitive benefits package.

Location: Silver Spring, Md. HQ office location, but position will initially begin in a telework/remote role.

Target Start Date: April 2021

To Apply: [Apply Here](#). Applications received prior to **March 31, 2021** will be preferred.

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