



**National
Marine Sanctuary
Foundation**

DISCOVER WONDER

National Social Media Coordinator

Location: Silver Spring, MD
Supervisor: National Interpretation Coordinator
Status: Full-Time/Exempt position. No direct reports.

What We Need

The [National Marine Sanctuary Foundation](#), a 501(c)3 non-profit organization that is a leading voice for U.S. protected waters, is seeking a **National Social Media Coordinator**, a position responsible for developing and implementing social media initiatives for the [National Marine Sanctuary System](#).

Specifically, the National Social Media Coordinator will support work that is part of the scope of a cooperative agreement between the National Marine Sanctuary Foundation and [NOAA Office of National Marine Sanctuaries](#) focused on engaging the public with the fifteen national marine sanctuaries and two marine national monuments in the National Marine Sanctuary System.

The Social Media Coordinator will play a key role in supporting the National Marine Sanctuary System on behalf of the Foundation by managing headquarters-level social media accounts for NOAA's Office of National Marine Sanctuaries, including Facebook, Twitter, YouTube, and Instagram. The selected candidate will develop strategies and initiatives to increase our organic reach, contribute to stronger engagement with key stakeholders, and be a voice in helping to ensure that social media efforts are in alignment with ONMS strategic priorities. The Social Media Coordinator will work day-to-day as a member of the ONMS Communications and Engagement Division.

The position currently is remote but will be based in NOAA's ONMS headquarters office in Silver Spring, MD, once risks from COVID-19 subside. A belief in our mission, excellent project management skills, as well as a strong team mentality, is a must.

The National Marine Sanctuary Foundation is committed to a culture of inclusion, equity, and belonging. We are dedicated to attracting and retaining a diverse staff. We honor experiences, perspectives, and unique identities, and welcome the contributions that you can bring to the dedicated team. With a diverse team of employees, we can grow and learn better together and achieve our mission to protect the health of the ocean, coasts and Great Lakes for current and future generations.

What You'll Do

The person in this role will be a creative, analytical thinker with strong writing skills and a passion for digital media. As the National Social Media Coordinator, you'll be embedded with NOAA Office of National Marine Sanctuaries, and be responsible for:



National Marine Sanctuary Foundation

DISCOVER WONDER

- Day-to-day management of headquarters-level social media channels, including curating posts, copywriting, sourcing assets, collaboration with other teams, managing platforms, and engaging with the social community.
- Manage the development and execution of all social campaigns to drive public engagement and strengthen National Marine Sanctuary System awareness and brand equity.
- Ownership and management of the social media calendar.
- Share recommendations on social media platforms, best practices, industry trends, tech applications, and emerging opportunities.
- Manage and update social media policies, including best practices and website contributor guidelines.
- Lead quarterly update, brainstorming, and content ideation sessions with field site social media coordinators.
- Monitor and evaluate all social media channels, providing regular and specific event reports on coverage and influence with analysis and recommendations based on the data.
- Identify opportunities for partner outreach with historically underrepresented and marginalized groups.
- Monitor social media channels and respond to posts and messages in a timely manner, sourcing additional information and/or responses from other staff where necessary.
- Ensure all posts are fact-checked and proof-read, and that all necessary permissions have been obtained before sharing images or video.
- Serve as liaison to NOS and NOAA social media team leads.
- Produce error-free, plain-language content that adheres to ONMS messaging and the Associated Press style guide.
- Manage social media volunteer interns.
- Work closely with the National Marine Sanctuary Foundation social media coordinator to ensure close connections on national campaigns.

Who You Are

As the National Social Media Coordinator, you're a mission-driven, internet-savvy individual who has a passion for sharing the marine environment, and can develop and activate digital strategies that bring the wonder and value of the entire National Marine Sanctuary System to life for your audience. You have a commitment to engaging storytelling, a strong sense of initiative, and work well independently. You'll have:

- 3-5 years of progressive responsibility directing and shepherding social media campaigns and development of web content.
- Excellent communication, organizational, writing, and project management skills.
- Skill in writing for the web across various online platforms and audiences. Interest in and/or experience with writing internal news stories or blogs is a plus.
- Experience producing plain-language web content, with a focus on social media for a federal agency, non-profit organization, congressional office, private company, or other professional organization.
- Proficiency in keyword research, SEO, and Google Analytics.



National Marine Sanctuary Foundation

DISCOVER WONDER

- Knowledge of Associated Press news writing style.
- Meticulous attention to detail.
- Ability to perform under tight deadlines.
- Demonstrated initiative, ability to work both independently and in a team-oriented and collaborative environment.
- Proficient in Adobe Suite (Photoshop, Illustrator, Premiere, InDesign)
- Familiarity with a range of softwares, including Google Suite, Microsoft Word, Excel, PowerPoint, and database programs.
- Knowledge of HTML web coding and graphic design is a plus.
- Experience working for or with federal or state agencies.
- Knowledge of working with/engaging influencers is a plus.
- Experience and/or knowledge of national marine sanctuaries is a plus.
- A sincere interest in, and commitment to, ONMS' and the Foundation's missions.

Why You Will Love Us

- Dedicated and passionate staff committed to the conservation of the sites throughout the [National Marine Sanctuary System](#).
- Two weeks paid annual leave, plus paid time off the week between December 25 and January 1; and 12 paid federal holidays.
- Two weeks paid sick leave.
- Health Benefits: Medical with an FSA option; dental, and vision.
- Foundation paid Life and Disability Insurance.
- Transportation subsidy
- Preparing for the Future: 403(B) with employer contribution after one year of service.

Where Do I Apply?

[APPLY HERE](#) Applications must include a cover letter, resume, 2-3 work samples (links are acceptable), and at least three professional references. No phone calls please. Position is open until filled.

Compensation and Benefits: \$53K-\$58K based on experience. The Foundation offers a competitive benefits package.

COVID-19 considerations:

Potential for remote work until the COVID-19 pandemic restrictions lift; Post-pandemic restrictions, can negotiate for some remote work for part of coordinator's work week on an ongoing basis. The National Marine Sanctuary Foundation requires proof of COVID-19 vaccination from all employees.



National Marine Sanctuary Foundation

DISCOVER WONDER

The National Marine Sanctuary Foundation is an equal opportunity employer committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This commitment applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, and training. The Foundation makes hiring decisions based solely on qualifications, merit, and business needs at the time.