



COMMUNICATIONS & DIGITAL MEDIA MANAGER

Turtle Island Restoration Network (TIRN) is seeking a full-time, entrepreneurial, hands-on Communications & Digital Media Manager to join our fast-paced, innovative environmental organization and be a key part of our ocean and watershed conservation efforts. **If you are passionate about ocean and watershed conservation and have big, novel communications ideas and goals that can help us save the world, then we want to hear from you!**

TIRN is an award-winning ocean conservation nonprofit organization with offices in California and Texas. For 30 years, TIRN has led the grassroots fight against extinction locally, nationally and internationally. We take on the big problems of the world's oceans and watersheds — industrial fishing, climate change, pollution, and habitat loss — with a can-do attitude and highly motivated, passionate individuals.

Learn more about our work at www.seaturtles.org.

POSITION SUMMARY

The Communications & Digital Media Manager works with organizational leadership to plan, execute, lead and monitor progress of communications strategies towards a \$4 million and growing annual revenue goal.

This is an exciting position to implement and grow effective communications strategies and collaborate with all members of the TIRN team. As a small dynamic organization, this is a hands-on position where we all pitch in to support the mission and each other's work.

In order for TIRN to continue to scale to meet our bold vision and myriad ocean and watershed campaigns and projects, it is essential that our communications continue to grow and support our fundraising and advocacy efforts. Our communications goals include an increase in email and social media actions and outreach, public relations and traditional earned media, and continued growth of our activist support base that takes action on behalf of endangered species and ecosystems.

SPECIFIC RESPONSIBILITIES

With direction from senior management, responsibilities include:

- Support the strategic goals of TIRN's marine and watershed conservation programs by partnering with program directors to set messaging and to develop materials for outward-facing communication.
- Develop and implement an integrated organization-wide communication and brand strategy to engage current and future stakeholders, stimulate program support and

membership development, and promote TIRN as an innovation pioneer, thought leader and change agent across all marine conservation programs.

- Serve as the principal writer of all public facing communication material and oversee the creative and editorial direction, development, production and execution of all programs' public communications.
- Draft, edit and distribute press releases, op-eds and media stories to secure earned media.
- Design online and print communication materials.
- Manage communication assets including photographs to ensure that team members have access to best organizational photos, and to ensure proper usage and credits.
- Support development team with outreach materials.
- Serve as media spokesperson with various press outlets.
- Research and test new marketing and communications methods and strategies.
- Recruit professional pro bono support, interns and volunteers to amplify productivity.
- Supervise TIRN's Communications Specialist

HOW WE WILL HELP

TIRN has an experienced, passionate and dedicated management team complemented by a strong portfolio of campaign successes, members and donors, and hard "assets" in place.

Additionally, we have an incredible story to tell! We've closed sea turtle slaughterhouses in Mexico, protected nesting beaches in Nicaragua, shut down industrial fisheries, proposed paradigm shifting marine protected areas, removed dams, restored creeksides to protect endangered salmon, re-created critical floodplain habitat, and successfully sued the Federal government for violating environmental law.

QUALIFICATIONS, SKILLS, AND ABILITIES

- Minimum of five years of experience in communications and marketing required. Experience in a community-based organization or environmental conservation NGO preferred
- Possession of a Bachelor's degree required. Major in Communications or Journalism preferred. Advanced degree desirable
- Excellent writing and editing skills
- Ability to manage a complex workload and balance projects to achieve quality results in a timely manner required
- Ability to maintain a collegial sense of humor and grace under pressure
- Problem-solving, consensus building and analytic capabilities
- Proficient in a variety of communications tools and platforms including but not limited to social media, email communications, SMS text communications, WordPress, Adobe Creative Cloud, Microsoft Office Suite, Google Docs, and Meltwater
- Graphic design, document layout, video creation and editing are highly desirable
- A passion for saving wildlife and providing a livable future for all species

PHYSICAL DEMANDS

- Ability to work occasional long hours, nights, and weekends as needed

- Ability to be available via text, phone and Zoom to problem solve urgent concerns as they arise

TERMS

Salary: Salary is commensurate with experience and comparable to other similar-sized nonprofit organizations.

Benefits: This is a full-time, non-exempt position. We offer a competitive benefits package including health, dental, vision and life insurance, a 403(b) retirement plan that allows pre-tax employee contributions, and starting with two weeks of vacation, 9 paid holidays, 10 sick days, and 4 floating holidays per year.

Location: This position can be based in or as a hybrid work environment in Olema, CA or Galveston, TX.

Hours: 40 hours/week, Monday-Friday. This position may require travel and occasional work on weekends and evenings.

HOW TO APPLY

Please submit your cover letter, resume and writing sample as a single PDF to Scott Artis at sartis@seaturtles.org. Use the subject line: "Communications & Digital Media Manager" followed by your name.

Applications are reviewed and filled on a rolling basis.

TIRN is an equal-opportunity employer. Thanks for your interest and we look forward to meeting you!