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1028 Broadway, Galveston, TX 77551 P: 409-795-8426  
www.SeaTurtles.org

## **Communication and Digital Marketing Specialist**

This position is responsible to help guide the growth of Turtle Island Restoration Network's brand awareness, engagement and support. This person will provide communications expertise across an array of marketing areas including strategy, advertising, media and insights. This position will help drive the execution of communications efforts as well as the day-to-day department needs. Under the direction provided by senior staff, they will help develop and update a variety of communication and marketing digital and print materials including press releases, e-newsletters, brochures, ads, mailers, customer communications, web pages, posters, social media posts, program toolkits and more.

### **Responsibilities**

#### ***Social Media Management***

- Define and execute on a vision for TIRN's social media portfolio that will engage existing TIRN loyalists and grow an audience of future supporters.
- Support the execution of the communications calendar to ensure that social content follows a strategic messaging structure.
- Curate and create brand-consistent visual assets that support the strategic message with regular posts on TIRN's website.
- Help to identify key influencers, celebrities, and partners and assist in the implementation of initiatives to leverage influencers to expand influence, affinity and authority of TIRN's brand.
- Listen to and engage with our communities making the TIRN social platform interactive, inclusive, and approachable.
- Track and analyze social media KPIs to ensure social activity is optimized and responding to latest trends.
- Follow and understand mainstream social media trends and how to respond to them.
- Find new and creative ways to increase TIRN's presence in the online community.

#### ***Graphic Design & Content Support***

- Assist in the creation and distribution of communications of all types, including op-eds, website content, feature stories, electronic communications, and other promotional materials as required.

- Leverage graphic design skill set to visually communicate the TIRN brand, advocacy actions and build a sense of community across social media channels.
- Curate and create brand-consistent visual assets that support social media objectives, for both organic and paid social media platforms.
- Implement content strategies for email marketing, social media channels and websites.

### ***Media Relations & Administrative Support***

- Research and write digital news content, press releases, and blog posts.
- Assist in the general distribution of press releases and media alerts.
- Assist in the development of branding materials such as press kits and branding guides.
- Assist with processing and entering data in databases and maintaining accurate records of valuable company information.
- Assist to schedule website and digital communications, internal and external meetings and calls.
- Provide support at live and online events and toolkits for projects with the program staff.
- Other duties as assigned.

### ***Physical Demands***

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

### ***Qualifications, Skills, and Abilities***

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

**Position status:** Full-time, non-exempt. All positions at TIRN are “at will” employment.

**Hours and Location:** 40 hours per week and generally Monday through Friday with possibility of occasional weekends and evenings as determined by programs, campaigns and special events. This position may be remote but may require occasional in-person meetings, site visits, and/or presence at events in the future. This position can be based in or as a hybrid work environment in Olema, CA or Galveston, TX.

**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.

#### **HOW TO APPLY**

Please submit your cover letter, resume and writing sample as a single PDF to Todd Steiner at [tsteiner@seaturtles.org](mailto:tsteiner@seaturtles.org). Use the subject line: “Communication & Digital Marketing Specialist” followed by your name. No calls please.

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!