



Communications Manager

Don't miss this opportunity to become an activist and start your environmental conservation career!

Turtle Island Restoration Network (TIRN) is seeking a full-time Communications 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, self-motivated, and eager to 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 35 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 Manager 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 outreach 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 direction provided by senior staff, she/he 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.

Specific 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 and social media.
- Help to identify key influencers, celebrities, and partners and assist in the implementation of initiatives to leverage influencers to expand 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.
- Schedule website and digital communications, internal and external meetings and calls.
- Provide support at live and online events and toolkits for projects with program staff.

Qualifications, Skills, And Abilities

- A passion for saving wildlife and providing a livable future for all species.
- Minimum of three years of experience in communications and marketing required. Five years or more preferred.
- Experience in a community-based organization or environmental conservation NGO strongly preferred.
- 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.
- Teamwork. Ability to maintain a collegial sense of humor and grace under pressure.
- Proficiency in a variety of communications tools and platforms including but not limited to social media, email communications, SMS text communications, WordPress, Adobe, Canva, Creative Cloud, Microsoft Office Suite, Google Docs, and Meltwater.
- Close attention to detail to consistently produce high quality content.
- Graphic design, document layout, video creation, and editing are highly desirable.

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 creek sides to protect endangered salmon, re-created critical floodplain habitat, and successfully sued the Federal

government for violating environmental law.

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 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 will be based in our office in Galveston, Texas, or Olema, California. Remote or hybrid work is possible for the right candidate.

Hours: 40 hours per week, Monday through Friday. This position may require occasional work on weekends and evenings.

How To Apply

Please submit your cover letter and resume in PDF format to Ken Bouley / kbouley@tirn.net. Use the subject line: "Communications Manager" followed by your name.

Applications are reviewed and filled on a rolling basis.

TIRN is an equal-opportunity employer. Black, Indigenous, and People of Color (BIPOC), women, and members of the LGBTQIA+ communities are highly encouraged to apply. Thanks for your interest and we look forward to meeting you!