

Advertising & Community Engagement Coordinator

Grade: 6

Reports to: Senior Manager of Advertising and
Community Engagement

Department: Marketing and Strategic Comm.

Approval Date: April 2019

Job Status: Full-Time

Job Summary:

The primary responsibility of this position is to support the advertising and community engagement functions of the department. These duties include community outreach, onsite promotions and the coordination, delivery and tracking of paid advertising.

Essential Functions

Advertising

- Project manage all paid and in-kind advertising placements; manage contracts and related agreements
- Conduct planning group meetings for composition of the yearly and monthly promotions calendar and update external calendars accordingly
- Provide timely communications regarding significant advertising efforts and/or high-visibility placements
- Manage promotions calendar, write descriptions and coordinate with the senior manager of earned media for appropriate external promotions
- Serve as an internal communicator within the Aquarium and be responsible for attending several internal departmental meetings and providing communication regarding the departmental activities
- As needed, monitor the process flow of special projects, significant collateral materials, inaugural programs and events among multiple departments to ensure efficiency

Community Engagement

- Oversee strategy and development of Aquarium outreach events
- Coordinate staffing of outreach volunteers for outreach events
- Provide exceptional animal care when transporting animals and exhibiting animals in the community
- Report success of individual outreach events and identify additional opportunities to enhance Aquarium's presence in the community
- Prepare and maintain an up-to-date listing of Aquarium events and new initiatives
- Collaborate with community members regarding Aquarium events, promotions, and information
- Work with education department to coordinate educator attendance at certain events
- Collect outreach contact information and onboard new Aquarium followers via e-communications
- Work with volunteers and provide them with detailed instructions and information for each event
- Collaborate on comprehensive campaign plan and overall communications calendar

Other Duties and Responsibilities:

- Calendar Listings: Check daily that the South Carolina Aquarium website calendar is up-to-date and as time allows, update influential local and regional calendar listings
- Videography: Use the Aquarium's camera to capture onsite promotions and offsite community engagements involving guests, volunteers and team members; help generate ideas for video content; upload videos (editing skills a plus).
- Photography: Use the Aquarium's camera to take photos of onsite promotions and offsite community engagements and when possible, animals/exhibits/people and fun and engaging content for our website and social media channels
- Copywriting: Write and edit copy for distribution to Aquarium audiences as needed. Examples include e-content, blog posts, articles, and press related materials
- Inventory and manage strategic promotional items.

Knowledge, Skills, and Abilities:

- Excellent verbal and written communication skills
- A people person – enjoys engaging in conversation with others
- With training, ability to comfortably handle and interact with animals
- Education in biology or zoology advantageous
- Personal commitment to conservation and environmental issues advantageous
- Proficient in all MS Office products including: Excel, Word, PowerPoint, Outlook
- Experience with task management software a plus
- Ability to handle sensitive and confidential information
- Demonstrated ability to multitask and prioritize
- Ability to interact with various levels of management
- Detail-oriented and able to meet deadlines
- Candidate can expect to work weekends, especially during busy outreach seasons (e.g., spring and fall)

Education and Experience Required:

- High school graduate, college degree preferred
- 1-2 years experience in a similar capacity
- Experience with animal care a plus but not required

Licenses and Certifications Required:

- Valid driver's license and reliable transportation

Supervision of others:

- Some volunteer supervision involved

Physical Requirements:

Normal office environment with average walking, standing, bending, stooping, crouching, sitting and computer and phone tasks required. Will also works outdoors as needed. Ability to lift up to 50 lbs.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.