

Marketing Communications Coordinator

Grade: 8

Reports to: Strategic Communications Manager
Job Status: Exempt, Full-Time

Department: Marketing
Approval Date: August 2019

Job Summary:

The primary responsibility of this position is to support the development and implementation of strategic initiatives to advance the Aquarium's visibility, increase brand awareness, strengthen impact, and lead to long-term sustainability through internal and external communications, storytelling, and promotion. Additionally, this role will be responsible for the overall management of Aquarium's website – which includes updating, maintenance, and the continual assessment of its effectiveness. It is critical the candidate for this role be able to measure and report on performance of initiatives.

Essential Functions:

- Works with the Strategic Communications Manager to develop and implement comprehensive communication strategies to continue to grow the Aquarium's audience and engagement – which may include print, video storytelling, social media, email, blog, signage, press releases and other forms.
- Works with Strategic Communications Manager to create reporting plans in order to test and measure success of marketing initiatives and produce regular performance reports.
- Responsible for the overall management of the Aquarium's website – including writing copy, updating, maintenance and overall website health, continual assessment of effectiveness and subsequent changes. A commitment to staying ahead of trends to keep the primary communication tool with the public relevant and continuously adding value; responsible for incorporating SEO data.
- Responsible for managing the process flow for projects, campaigns, programs and/or events for multiple departments or designated focus areas to ensure efficiency.
- Serves as the primary editor for projects within designated focus areas and follows appropriate processes for approval prior to external distribution.
- Responsible for collecting, writing, producing, and distributing Aquarium content that reinforces strategic initiatives and mission.
- Acts as an internal communicator responsible for attending departmental meetings and providing communication, support and strategic planning for upcoming initiatives or activities.
- Utilizes analytical and reporting software to create and share performance data pertaining to website, social media and e-communications.
- Attends Aquarium outreach or events that promote programs or initiatives within designated focus areas (example: conservation, Sea Turtle Care Center, Good Catch, education).
- Attends Aquarium events that support departmental initiatives such as After Hours and other evening special events.
- Liaises with key partners and vendors, as well as Aquarium program or project managers, to market the Aquarium's strategic initiatives and programs.
- Assists in researching and identifying new growth strategies and trends, as well as business opportunities or partnerships, to increase brand awareness among targeted audiences.
- Conducts assessments or pilot test groups for new initiatives.

Other Duties and Responsibilities:

- Develop a good working relationship with vendors and community partners.
- Occasional night and weekend project work.
- Other duties as assigned.

Knowledge, Skills and Abilities:

- Experience with WordPress, other CMS or website management.
- Strong writer with excellent communication and interpersonal skills.
- Excellent written, verbal and analytical skills.
- Must possess a strong knowledge of marketing practices.
- Working knowledge of natural search and content marketing.
- Work experience in an owned media or social media role.
- Ability to stay positive while working in a fast-paced, ever-changing environment.
- Self-starter; takes initiative; and ability to work independently and as part of a team.
- Must possess basic working experience with photography and video.
- Must possess basic working experience with Microsoft Desktop O.S. and Office.

Education and Experience Required:

- Bachelor's degree in marketing, communications, public relations or related field.
- 3 years of professional experience.
- Not-for-profit experience preferred.

Licenses and Certifications Required:

- Valid Driver's License

Physical Requirements:

Requires average: Walking; Bending/Stooping/Crouching; Climbing ladders; Climbing heights (8') est.; Carrying (up to 50 lbs.) etc.; Lifting (up to 50 lbs.) etc.; Sitting; Kneeling; Balancing; Pushing & Pulling; Crawling

Working Conditions:

- Office environment.
- Some repetitive work.
- May require overnight travel. Also, may require conference travel.
- Requires on call duty managing social media accounts.
- May require late nights or weekend work.
- 70% of work requires typing on keyboard.

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.