



Job Opportunity
Digital Communications Specialist
New Jersey Sea Grant Consortium

New Jersey Sea Grant Consortium (NJSGC) is seeking a Digital Communications Specialist to coordinate day-to-day messaging, marketing, and other communicative tasks that effectively promote NJSGC activities and creatively convey the organization's mission. Tentative start date is July/August 2021.

Position Overview and Objectives:

The overall objective of the Digital Communications Specialist is to grow visibility for NJSGC and communicate the work of its staff, partners, and members. The incumbent will work directly with NJSGC's extension, education, research, and management staff to provide for their writing, marketing, publishing, and other communications needs. The incumbent will also interact, collaborate, and communicate with NOAA, the National Sea Grant College Program, the National Sea Grant library, state and federal legislators, the Sea Grant communicators network, NJSGC's member institutions, and various environmental, academic, and research partners statewide.

Responsibilities:

- Prepare copy for publications and marketing materials (fact sheets, brochures, posters, media releases, social media posts, etc.) for diverse audiences including scientists, educators, students, press and media, legislators, and the general public.
- Act as editor and lead copywriter for NJSGC's quarterly newsletter, the COASTodian. Prepare articles and news/press releases for external publication as well.
- Coordinate production and promotion of publications with NJSGC's graphic designer.
- Assist in the preparation of NJSGC's annual report.
- Generate and manage press coverage for NJSGC. Identify, prepare, and publish "stories" based on activities from each of NJSGC's program areas.
- Maintain and grow NJSGC's website, social media outlets, expertise database, and email marketing program (including Facebook, Twitter, Instagram, YouTube, etc.).
- Lead several special events hosted annually by NJSGC, including State of the Shore and NJ's "Favorite Beaches" poll. Contribute to and widely promote other events as needed, including Ocean Fun Days.
- Develop and maintain relationships with local and national media, NJSGC members, boards and researchers, state/county/federal agencies, and non-governmental organizations.

- Manage the NJSGC brand, both internally and externally. Ensure that the organization presents a clear and consistent voice.
- Participate in National Sea Grant conferences and events hosted throughout the year. Maintain the Consortium's influence in the Northeast and Mid-Atlantic regions.
- Assist staff in the development of presentations for meetings, seminars, speeches, special events, legislative communications, etc.
- Contribute to strategic planning and program evaluation.
- Support fund-raising efforts, including NJSGC's Annual Appeal.
- Represent NJSGC at conferences and workshops to increase networking opportunities.
- Assist NJSGC Director with legislative and donor outreach.

Qualifications:

- A B.A. /B.S. (minimum) or M.A. /M.S. in communications, journalism, or digital marketing (or related field) and a minimum of two years work experience in digital media, journalism, communications, marketing, public relations, social media, or other related field.
- Exceptional writing, editing, and proofreading skills. Proven ability to convey technical content in understandable terms for non-science audiences.
- Experience with writing, developing, and managing web content (preferably in WordPress).
- Experience with managing email lists and coordinating email marketing and communications (ConstantContact preferred).
- Understanding of current and emerging issues in ocean science and policy, or a high interest in gaining competency in them.
- Knowledge in video production and editing a plus.
- Fluent in English with excellent capabilities in grammar, spelling and punctuation. Bilingual in English/Spanish a plus.
- Proficient in Microsoft Office, including Word, Excel, and PowerPoint. Knowledge of graphic design and design programs (Quark, Photoshop) helpful.
- Ability to manage multiple projects/tasks at once.
- Knowledge of grant writing helpful.
- Collaborative, flexible, and self-directed work style. Detail oriented.
- Skilled in public speaking and interpersonal communications.
- Successful track record of working with the media and writing for a range of marketing and communications applications preferred.

The incumbent will be an employee of NJSGC and will work from NJSGC's Sandy Hook Headquarters. Position is based on a 40 hour week. Occasional travel and weekend and evening hours may be required.

Compensation: Compensation will be based on the candidate's experience and skills. This is a full-time, salaried position and includes a competitive benefits package.

To Apply: Qualified candidates should submit a descriptive cover letter with salary requirements, a resume detailing qualifications and experience, three writing samples (no more than five pages, preferably published), and contact information for three (3) references (provide email address and phone number) to: dquinn@njseagrant.org.

New Jersey Sea Grant Consortium is an affiliation of colleges, universities, and other groups dedicated to advancing knowledge and stewardship of the Garden State's marine and coastal environment. Our mission is to promote the wise use of New Jersey's marine and coastal resources through innovative research, education, and outreach programs. Please visit our [website](#) to learn more.

New Jersey Sea Grant Consortium is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

Note: Submission of application is by email only.

Review of applications begin 1 July 2021.