



Marketing and Communications Coordinator Job Announcement

Do you have a passion for the ocean? Would you like to put that passion into action?

Do you have marketing and promotional skills and talents?

Do you like networking with people and businesses?

Why not use your skills to help protect and defend the ocean?

Clean Ocean Action (COA) is an established 501c3 nonprofit with nearly 40 years of experience whose mission is to defend and improve the marine water quality in the NY/NJ region. COA uses research, education, and citizen action to unite and empower people to protect the ocean.

COA is seeking a dynamic and dedicated person who excels in a team-based, fast-paced work environment to defend the ocean. This position contributes to increasing COA's productivity, visibility and resources which empower and strengthen our capacity to achieve the mission.

General Job Responsibilities

Increase participation and connection to COA. Increase recognition and merit of COA's brand. Coordinate and implement all aspects of marketing and communication including but not limited to public relations, monthly newsletters, annual reports and other publications, as well as social and traditional media. The position also includes promoting COA's programs and event sponsorships, as well as partnering with businesses that seek to support COA through events, donations, or other public relations activities. Creation of motivating, attractive, and professional communication, as well as event and outreach products are essential, as is building and strengthening programs through marketing. This coordinator will also supervise marketing & communications interns and volunteers if needed.

Specific Marketing and Communications Responsibilities

Implement internal and external communications and marketing by creating inspiring, motivating, attractive, and professional communication and marketing products, factual and timely social and press media, and connecting and expanding COA's base of support. This includes:

- Powerful social media posts to inspire people, including about the beauty and wonder of the ocean and actions to protect it.
- Highlighting COA programs and people who are making a difference
- Cultivating connections with traditional media, ocean photographers, and influencers
- Production of print and electronic newsletters
- Production of the Annual Report and Annual Beach Sweeps Report
- Enhancement and integration of COA branding in all aspects
- Updating, maintaining, and enhancing the website, and participating in the Website Redesign Team
- Initiating or responding to article placement in outside print outlets.
- Creation and promotion of fundraising appeals
- Creation of annual Marketing Plan, in cooperation with the Executive Director
- Responsible for promotional aspects of events and programs

Qualifications and Skills

- Environmentally focused with a desire to protect and improve coastal waters
- Creative marketing experience with proven ability to create motivating, attractive, and professional outreach products
- Outstanding verbal and written communication abilities, including strong mastery of the English language and editing skills
- Adobe Creative Cloud proficiency, or desire and willingness to learn
- Exceptional organizing skills and passion for attention to detail
- Graphics, design and publication production experience
- Relationship and partnership building experience
- Traditional and social media experience
- Creative thinker with strong multi-project management skills
- Result-oriented, collaborative, professional, resourceful, flexible, and highly responsible
- Experience with various aspects of outreach
- Digital content creation experience and application a plus
- Concrete CMS experience, a plus
- Database experience, a plus
- Bilingual skills, a plus

This position may require evening and weekend work at times. Social media work requires willingness to post whenever needed. This position is based at the COA office in Long Branch with flexibility offered after the first year.

Annual Salary: Position is full time. Salary is competitive and commensurate with education and experience.

Benefits: Health and dental insurance coverage are offered on a cost-sharing basis, paid holidays and PDO, employer paid professional workshops and trainings.

COA is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and staff members without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Application Instructions: Position is currently open. Applications will be accepted until position is filled. Please send cover letter (including your experience with Adobe products), CV, three references with affiliations, one writing sample, and salary expectations to Projects@CleanOceanAction.org with “Marketing & Communications Coordinator_Your Name” in the subject line.