

## **Marketing & Communications Coordinator**

The ISEA Marketing and Communications Coordinator is responsible for identifying and implementing marketing and communication strategies and methods to fulfill strategic objectives that support the organization's mission and brand. This leadership position ensures ISEA's mission is clearly and consistently communicated to donors, volunteers and the community through creating, editing, and managing content as well as evaluating effectiveness of marketing and communication strategies. A high level of organization, technology usage, multitasking, and problem solving capabilities is required.

### **Primary Responsibilities:**

Technological - 45%: Develop strategies to utilize ISEA's website, social media, etc. to help fulfill ISEA's mission and goals.

- Website (10%)
  - Maintain and update WordPress website
  - Edit existing and develop new content
  - Analyze analytics and make adjustments based on information
  - Communicate with hosting company
- Social Media (20%)
  - Manage and maintain organization's social media accounts (Facebook, Instagram, Twitter, LinkedIn, YouTube)
  - Create relevant and engaging posts for ISEA's various audiences
  - Analyze analytics and make adjustments based on information
- Email Communication (10%)
  - Manage and maintain MailChimp email lists
  - Design and work with appropriate staff to write organization's newsletters
  - Write and distribute press releases
- G Suite (5%)
  - Organize and manage media drive including taking and adding new photos and video
  - Create, monitor, and update Google Ads
- Other: Manage Tripadvisor and Google reviews

Design - 30%: Curate a professional and cohesive public image in all marketing materials that align to ISEA's mission and goals.

- Design and implement multiple print and digital projects including rack cards, brochures, annual reports, newsletters, signs and banners, outdoor

- display boards, print and digital ads, flyers, fundraising and event materials, and store item designs
- Complete projects with attention to detail and accuracy
- Communicate with outside contractors as needed

Events - 15%: Ensure ISEA connects with supporters in meaningful ways to cultivate new, and sustain existing, relationships with the ISEA community.

- Manage and oversee ISEA promotional and fund development events
- Review FareHarbor content and co-manage site with ISEA Program Coordinator

Administration/Financial - 10%: Grow the ISEA brand and image through the design, implementation, and oversight of marketing, advertising, and communication plans.

- Create, implement, and manage annual marketing plan
- Build, implement, and manage annual advertising plan
- Manage and oversee print, publication, and ISEA marketing budget line items
- Meet monthly with department coordinators to implement communication plans
- Manage ISEA store orders (communicate with vendor, promote, place order, and item distribution)
- Assist with Fund Development campaigns
- Manage marketing and communications intern position

### **Secondary Responsibilities**

Will be required to perform other duties as requested, directed, or assigned.

### **Skills/Prerequisites/Education**

#### Communication/Interpersonal Skills

- Persuasively convey the mission and work of ISEA
- Build and maintain strong relationships with a wide range of stakeholders
- Strong writing skills and ability to use and maintain proper tone with a variety of audiences
- Write, edit, and proofread engaging content

#### Self-Management Skills

- Set and meet deadlines
- Independently analyze and use sound judgment to identify and solve problems

- Proactively seeks to find solutions and improve results
- Work independently and collaboratively with colleagues
- Strong organizational, project management, and time management skills
- Ability to maintain confidentiality

#### Leadership Skills

- Provide regular performance feedback according to established performance objectives
- Display passion and optimism; Inspire respect and trust, mobilize others to fulfill the vision and mission; provide vision and inspiration to peers and subordinates
- Support staff in decision-making and process improvement
- Exhibit objectivity and openness to others' views. Build morale and group commitments to goals and objectives
- Exhibit sound and accurate judgment
- Develop creative approaches to achieve objectives as obstacles arise

#### Required:

- Excellent interpersonal, written, and verbal communication skills
- Experience managing WordPress, MailChimp or similar program and social media platforms
- Must pass Criminal Background Check
- Ability to work outdoors including on boats
- Bachelor's Degree or equivalent experience in a field related to marketing and communications
- 1-3 years experience in journalism/writing, marketing, communications, or related field(s)

#### Preferred:

- 3+ years experience in journalism/writing, marketing, communications, or related field(s)
- Experience with Adobe Creative Suite, G Suite, Microsoft Office, and Fareharbor
- Nonprofit experience with an appreciation for and familiarity with the Great Lakes, conservation, and/or outdoor recreation

#### **Job Type, Compensation, Benefits**

This is a full-time exempt position.

Pay: \$45,000-\$55,000 Pay will be commensurate with experience

Benefits:

- Health, Dental, and Vision insurance
- Employer 401k match
- Paid Time off
- Paid Holidays

Location: Suttons Bay, Michigan

**To apply, please submit a resume, cover letter, a writing sample from a previous or current marketing/communication role, and a portfolio of your work that is representative of skills from this job description to [isea@schoolship.org](mailto:isea@schoolship.org)**

**Priority will be given to those who submit their application by Friday, August 5, 2022.**

Inland Seas Education Association (ISEA) is an equal opportunity employer. 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. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. ISEA makes hiring decisions based solely on qualifications, merit, and business needs at the time.