



## Communications Coordinator

The Communications Coordinator is responsible for developing and implementing external marketing and communication strategies that support Inland Seas Education Association's (ISEA) mission and brand. This leadership position ensures ISEA's work is clearly and consistently communicated to donors, volunteers, and the wider community through creating, editing, and managing content as well as evaluating effectiveness of marketing and communication strategies. A high level of organization, strategic communication, problem solving capabilities, and technology use is required. The Communications Coordinator reports to the Associate Director and will work closely with the rest of the ISEA team to effectively amplify our work to our audiences, determine communication needs of departments, and ensure consistency across all communication platforms.

To apply, please submit a resume, cover letter, and three writing samples that highlight your range of skills from a previous or current communication role to [isea@schoolship.org](mailto:isea@schoolship.org). References will be requested for final candidates. **For full consideration, apply by April 13, 2025.**

### Primary Responsibilities:

Strategic Communication and Marketing - Grow the ISEA brand and reputation through the design, implementation, and oversight of strategic marketing, advertising, and communication plans.

- Develop, implement, and manage annual marketing and advertising plan
- Manage and oversee print, publication, and marketing budget line items
- Meet monthly with department coordinators to implement departmental communication plans
- Assist with visual design and written communication aspects of fund development campaigns
- Manage ISEA store orders (communicate with vendor, promote, place order, and item distribution)

Design - Curate a professional and cohesive public image in all communication materials that aligns with ISEA's mission and strategic goals.

- Design and implement print and digital projects including rack cards, brochures, annual reports, newsletters, signs, banners, advertisements, fundraising and event materials, and store item designs
  - Communicate and work with outside contractors as needed
- Complete projects with attention to detail, accuracy, and professionalism

Media Outreach - Act as the primary ISEA contact for media outlets across the Great Lakes region.

- Develop and maintain relationships with media and news outlets
- Recommend strategic communication tactics to the Executive Director
- Identify opportunities to promote ISEA's work and programs through media outlets throughout the Great Lakes region to maximize public presence

Technological - Develop and implement strategies to utilize ISEA's website, social media, and other outlets to fulfill ISEA's mission and goals.

- Website
  - Maintain and update ISEA's WordPress website
  - Edit existing and develop new content

- Analyze analytics and make adjustments based on data
- Communicate with hosting company
- Social Media
  - Manage and maintain organization's social media accounts
    - Facebook, Instagram, LinkedIn, YouTube
  - Create relevant and engaging posts for ISEA's various audiences
  - Analyze analytics and make adjustments based on data
- MailChimp
  - Manage and maintain MailChimp email lists
  - Design and work with appropriate staff to write organization's newsletters
  - Write and distribute press releases
- G-Suite
  - Organize and manage media drive including taking and adding new photos and videos
  - Create, monitor, and update Google Ads
- FareHarbor
  - Co-manage FareHarbor site and content with ISEA Program Coordinator
- Other: Manage Tripadvisor and Google reviews

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

- Support ISEA Events
  - Annual Donor Dinner, Volunteer Celebration, ISEA Cafes, and Nautical Barn Sale

### **Secondary Responsibilities**

- Perform other duties as requested, directed, or assigned

### **Competencies and Skills**

#### Communication/Interpersonal

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

#### Self-Management

- Set and meet deadlines
- Independently analyze and use sound judgment to identify and solve problems
- Proactively seek to find solutions and improve results
- Work independently and collaboratively with colleagues
- Exhibit strong organizational, project management, and time management skills
- Maintain confidentiality with sensitive information

#### Leadership

- 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 coworkers
- 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

## **Prerequisites and Education**

### Required:

- 1-3 years of professional experience in writing, marketing, communications, or related field(s)
- Excellent interpersonal, written, and verbal communication skills
- Bachelor's Degree or equivalent experience in a field related to marketing and communications
- Demonstrated work experience in strategic communications, content creation, and public relations
- Proficiency in WordPress, MailChimp (or similar programs), and social media platforms
- Ability to pass Criminal Background Check
- Ability to work outdoors in all elements, including on moving boats

### Preferred:

- 3+ years of professional experience in writing, marketing, communications, or related field(s)
- Experience with Adobe Creative Suite, G-Suite, Microsoft Office, and FareHarbor
- Remote Pilot Certification for drone photography
- Non-profit experience with a passion for and familiarity with the Great Lakes, conservation, environmental education, and/or outdoor recreation

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

This is a full-time exempt position.

Pay: The salary range for this position is \$50,000-\$55,000, based on skills and experience.

### Benefits:

- Health, Dental, and Vision insurance
- Employer 401k match
- Paid Time Off
- Paid Holidays (8)

Location: Based in Suttons Bay, Michigan, with the option of a hybrid work schedule November - February. Some travel throughout the Great Lakes region is required June - August.

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.