



San Diego Coastkeeper Communications Manager

Organizational Overview

Established in 1995, San Diego Coastkeeper protects and restores swimmable, drinkable and fishable waters in San Diego County. Coastkeeper uses advocacy, community science, education, and direct enforcement of clean water laws to tackle persistent and emerging water quality and water supply issues across the San Diego region. The organization is seeking an energetic, organized, and strategically minded individual to fill the position of Communications Manager and join our small but mighty team of clean water champions.

Position Overview

The Communications Manager designs, plans, and implements Coastkeeper's internal and external communications to advance the organization's programmatic and fundraising goals. The Communications Manager is responsible for cultivating and maintaining strong relationships with local, regional and statewide media outlets. This position also leads writing, production, and editing for a wide variety of communications and outreach tools, including digital, print and face to face communications. Successful applicants will have demonstrated experience advancing environmental issues through strategic communications and outreach campaigns, and will be experienced in translating complex policy, legal and science topics into compelling and digestible messaging to our members and the general public. The Communications Manager will also play a key role in integrating Coastkeeper's diversity, equity and inclusion principles into our communications, to ensure that our messaging supports and advances community goals of equity, environmental justice and climate resilience.

The Communications Manager will report directly to the Development Director.

Responsibilities

- Producing and distributing Coastkeeper's monthly e-newsletter, Annual Report, e-blasts and related "calls to action" to Coastkeeper's members and supporters.
- Cultivating, maintaining and growing relationships with local, regional and statewide media; generating and distributing press releases, media alerts, and story pitches, including to reporters, op-eds, and pitches to editorial boards
- Overseeing and managing the organization's social media platforms, tracking social media trends, cultivating and scheduling current and relevant content, actively monitoring engagement, growing social media presence and diversifying following
- Maintaining and updating Coastkeeper's website, including program pages, blogs, media page, and event announcements; and working with IT consultants to improve website functionality, Google Ads performance and SEO



- Working closely with the Development Director to create and implement fundraising campaigns and support donor communications and stewardship initiatives, including communications for Coastkeeper's annual Seaside Soiree gala
- Supporting the Executive Director and staff in the preparation of program updates for bimonthly Coastkeeper board meetings
- Supporting and coordinating outreach activities and campaigns with the Volunteer and Outreach Coordinator, including attending outreach events as needed
- Consistently producing relevant blog pieces, written content, graphics, videos, and interactive resources to creatively convey program activities and campaigns to a wide variety of audiences
- Managing Coastkeeper's brand identity and ensuring consistent messaging across all platforms and programs as well as external communications
- Managing and coordinating with contractors or interns, as needed

Required Qualifications

- A bachelor's degree in communications, marketing, journalism, or the environmental sciences AND at least three years of professional experience designing and implementing communications and outreach campaigns
- Exceptional written and verbal communication skills
- Knowledge of emerging trends in communications and social marketing
- Proficiency with WordPress, Canva and email marketing software, including Mailchimp or Constant Contact
- Proficiency with Google Apps, including Gmail, Google Calendar, and Google Drive, and Microsoft programs, including Word, PowerPoint, and Excel
- The ability to create and maximize opportunities to further Coastkeeper's message and mission
- A demonstrated commitment to protecting and restoring the environment
- Ability to work proactively as a committed member of a small team in a work culture of inclusivity, openness and mutual respect and support

Preferred Qualifications

- Proficiency with Adobe Creative Cloud or other editing, video-making, or design software
- Photography, videography, real-time content creation, livestreaming and video editing skills
- Experience with grant writing and reporting
- Spanish proficiency
- Familiarity with regional water issues in Southern California, preferably San Diego



Physical Requirements

- Mobility to work in a standard office environment using office equipment
- Must be able to sit for long periods of time and engage in basic movements such as bending, standing, and lifting weight up to 30 pounds
- Must have reliable transportation for travel to meetings and events throughout the county

Salary, Benefits and Terms

Schedule - Full-time, permanent, salaried; 40 hours per week, must be available to work occasional evenings and weekend days as needed. This hybrid position is based at San Diego Coastkeeper's office in the city of San Diego, with events and activities occurring regularly throughout San Diego County. Applicants must live in or be willing to relocate to the San Diego region.

Benefits – Comprehensive medical, dental, and vision insurance; generous paid vacation, holiday and sick leave.

Compensation - \$65,000 - 72,000, commensurate with experience

To Apply - Qualified candidates are encouraged to submit a cover letter, resume, and one writing sample in PDF format to employment@sdcoastkeeper.org, with "YOUR LAST NAME: Communications Manager" in the subject line. If your materials indicate a potential match for our requirements, we will contact you.

Deadline to apply is Monday, July 15, 2024.

San Diego Coastkeeper is committed to diversity in the workplace
and is an equal opportunity employer.