

POSITION DESCRIPTION

Communications Specialist

Position Type

Full-Time Employee with benefits.

Description of the Position

The Communications Specialist supports the activities of the Outreach and Education Program under the supervision of the Outreach and Education Coordinator. This position works closely with all Center staff and works to familiarize themselves with all Center activities in order to craft powerful conservation stories. The Specialist is responsible for creating, developing, and managing content and communications to increase public awareness, understanding, and appreciation of the Inland Bays watershed. S/he has a deep understanding of what resonates with a diverse audience and values working collaboratively with colleagues and partners to accomplish shared goals. The Specialist increases the Center's visibility to the general public through in-person interactions and well-written communications. The Specialist works directly with numerous volunteers and maintains existing and creates new volunteer initiatives and outreach activities. The Specialist is adaptable, detail-oriented, and can set priorities to meet project milestones.

Duties and Responsibilities

- Assist in the development of a targeted communication strategy to support the Center's strategic plan.
- Write, edit and distribute press releases, factsheets, electronic newsletters, and other publications.
- Manage and create compelling content for the Center's website and outreach displays.
- Assist in the development of temporary and permanent educational exhibits, signage, and other education/outreach tools and materials following the Center's style guidelines.
- Create a robust and effective social media presence that supports the Center's mission; produce videos, capture, edit and caption images, craft engaging and accurate posts and collaborate with other staff to acquire relevant content.
- Manage all aspects of the volunteer program including recruiting, training, managing, reporting, and planning volunteer recognition and appreciation events.
- Document and photograph outreach events, restoration projects, the Inland Bays ecosystem and more.
- Document metrics and determine outreach impact. Produce outreach and communication reports for staff, board, and others.
- Provide outreach and education for groups and events; create and deliver presentations, represent the Center at events, and support evening and weekend Center activities.
- Set and track a budget throughout a project.

- Work as a team member with other Center staff and partners to meet goals set in the strategic plan and CCMP.
- Other tasks as assigned by the Outreach and Education Coordinator and/or Executive Director.

Qualifications

- Bachelor's Degree in interactive media, communications, English, education, environmental science or a related field.
- Experience in developing science-related outreach & communication for non-science populations or the general public.
- Knowledge of science communication principles, media, and public education techniques.
- Ability to handle multiple projects at a given time, set priorities, and to establish and meet deadlines in a productive manner.
- Superior writing and editing skills.
- Experience with web content management systems (WordPress preferred), video and photo editing tools, social media platforms and graphic design.
- Volunteer management experience.
- Extremely strong organizational skills and attention to detail.
- Demonstrated public speaking and presentation skills.

Physical Demands and Work Environment

Work is performed in both an office environment and in the field. Field assignments may require bending, climbing, crawling, kneeling, lifting up to 25 pounds, pulling, reaching, sitting, standing, stooping, walking in rough terrain, in-water work, and occasionally contending with adverse weather conditions requiring special clothing and safety precautions. Evening and weekend work to host and attend meetings and events is regularly required. A flexible schedule is permitted. The position is subject to the Center's Office Policy Manual. Funding for this position is contingent on the continued availability of grant funding. All qualified applicants will receive consideration without regard to race, color, national origin, sex, religion, age, disability, political belief, sexual orientation, gender identity, veteran or military status, genetic information, and marital or familial status.

Application

Application deadline: August 19, 2019. Interested candidates should submit an electronic resume, cover letter, three professional references, and a sample press release, professional social media post, or article to:

Amy Barra

Outreach & Education Coordinator

abarra@inlandbays.org

Subject Line: Communication Specialist Application