



Job Announcement

Digital Content Manager (part-time)

Heal the Bay is a regional environmental nonprofit group making Santa Monica Bay and Southern California coastal waters safe, healthy and clean for people and marine life. Progress toward the mission is achieved by effectively combining the use of science, education, community action, and advocacy to create positive change at our local beaches, ocean and neighborhoods.

Position Summary:

Heal the Bay seeks a communications professional who is passionate about protecting our rivers, beaches and oceans and who wants to make a difference by helping the organization engage in lively, meaningful outreach to targeted audiences.

Working with the guidance of the Communications Director, the Digital Content Manager will manage the production and dissemination of mission- and organization-related content in a variety of electronic platforms.

The Digital Content Manager will coordinate with all Heal the Bay departments to help drive various campaigns throughout the year that aim to increase issue awareness, volunteer participation, citizen advocacy and donor support of Heal the Bay.

The position works closely with the Communications staff to support overall acquisition, growth and engagement goals for the Science and Policy, Development, Programs, and Education departments, including the Santa Monica Pier Aquarium.

Responsibilities Include:

- Overseeing the day-to-day management and maintenance of the Heal the Bay website in conjunction with Communications Manager. Main duties include editing, updating and posting staff-generated web content: events, action alerts, news announcements, blogs, program updates, fundraising appeals, etc., as well as maintaining and troubleshooting the back-end of the site.
- Co-managing the creation and production of Heal the Bay's e-newsletters, created using MyEmma.
- Drafting blog posts, news items and other short-form content for the Heal the Bay website; drafting posts for all other social media channels on spot basis.

- Using various analytic tools to monitor and report on Heal the Bay's digital traffic and influence.
- Serving as primary backup to Communications Manager for digital content creation and management.
- Providing general department support such as proofreading, spot photography and other collateral needs.

Experience and Skills Sought:

- Minimum two years of Drupal or other Content Management System (CMS) authoring/editing experience required; administrative experience preferred.
- Demonstrated expertise using a variety of word processing, desktop publishing, graphic design and video production tools: Word, Excel, Powerpoint, Acrobat, Photoshop, Illustrator skills required; Premiere, InDesign, Final Cut Pro preferred. Proficiency with Macintosh operating systems required. Knowledge of e-newsletter management programs as well as CRM programs such as Salesforce.
- Commitment to lively storytelling and the creation of engaging online and audiovisual content that captures audience's imaginations and compels them to act. Past work samples required.
- Excellent copyediting and proofreading skills. Knowledge of AP style a plus.
- Ability to translate scientific and policy issues in a way that makes our work understandable and compelling to average reader.
- Positive, team-player attitude and affinity for working collaboratively across various departments.
- Ability to effectively balance and manage multiple tasks, meeting deadlines and achieving measurable results.

Application Information:

Salary: DOE. Please note that this part-time position does not include health, retirement or other benefits.

Schedule: 24 hours a week/3 full days in office. Application Deadline: Until filled

To Apply: Please submit cover letter, resume and two work samples online at www.healthebay.org/jobs. No phone calls please.

Heal the Bay is an equal opportunity employer and actively recruits to promote diversity in our workforce.