



Job Announcement

Digital Content Manager

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 in our local environment.

Position Summary:

- Heal the Bay seeks a communications professional who is passionate about watershed health, water quality and coastal protection, and who wants to make a difference by helping the organization engage in lively, meaningful digital outreach to targeted audiences.
- To support Heal the Bay's mission, the Digital Content Manager will be responsible for designing, organizing, optimizing, publishing and maintaining the organization's online content, including all Heal the Bay websites, email newsletters and other Internet-based platforms.
- The Digital Content Manager will coordinate with and support 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 reports to the Communications Director and works closely with the Interactive Campaigns Manager and Communications Manager 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:

- Identifying, implementing, leveraging and managing tools and technologies to produce and publish timely and impactful online multimedia content
- Managing and providing support, including training staff, for digital content publication using a suite of tools including, but not limited to CMS, graphic design, email, CRM and Wiki:
 - Drupal workflow, content and site management for Heal the Bay's websites
 - Adobe Suite for image production
 - MyEmma newsletter and custom email production
 - Ongoing maintenance and management of CapWiz advocacy tool
 - Salesforce website integration and contact updates/additions
 - Google site content updates/additions

- Enabling audience engagement tracking and analysis:
 - Website traffic reporting
 - URL tracking
 - Custom landing pages
- Providing feedback, recommendations and backup support for the maintenance of deployed tools, technologies and IT systems for all Heal the Bay websites, including the Beach Report Card.

Experience and Skills Required:

- Minimum five years of website design and management experience, with strong HTML/JavaScript coding abilities, Flash experience a plus;
- Minimum three years of Drupal or other Content Management System (CMS) administrative, authoring and editing experience;
- Minimum of three years of MyEmma or other email marketing platform experience;
- Solid Microsoft and Adobe suite expertise (specifically Word, Excel, PowerPoint, Photoshop, Acrobat and Illustrator required; In-Design and iMovie/Final Cut Pro or similar knowledge a plus);
- Excellent communication skills with experience in writing/editing of marketing, communications or advocacy copy; samples of prior work preferred;
- Experience with online fundraising, including campaign design, marketing, tracking and analysis via emails, Google Ads and website landing page/donation page optimization;
- Experience with online advocacy campaigns. CapWiz administration experienced preferred;
- Ability to think strategically, while acting tactically to achieve organizational goals;
- Goal-oriented team player, who is able to work collaboratively across various departments and effectively balance and manage multiple priorities;
- History in nonprofit setting strongly preferred.

Application Information:

Salary: \$40,000-\$45,000 annually, plus full benefits.

Hours: Full-time. **Application Deadline:** Until filled

To Apply: Please submit cover letter, resume and references online at www.healthebay.org/jobs

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