



Heal the Bay

JOB ANNOUNCEMENT

POSITION: Marketing and Communications Manager

REPORTS TO: Communications Director

About Heal the Bay:

Heal the Bay is a regional environmental nonprofit organization dedicated to making Santa Monica Bay and Greater Los Angeles' coastal waters safe and healthy for people and marine life. Progress toward the mission is achieved by effectively combining the use of science, advocacy, community outreach, and public education to create positive change in our local environment.

Position Summary:

Heal the Bay is looking for a whip-smart, super motivated, digitally savvy communications professional who loves content marketing as much as our mission.

Using fresh thinking, clever execution and the latest digital tools, you will mobilize hundreds of thousands of Angelenos to protect our ocean, beaches, and inland watersheds. You will hold day-to-day responsibility for creative campaigns that drive online giving, spur e-advocacy on our behalf, boost volunteer sign-ups and increase visits to our Santa Monica Pier Aquarium.

If you're stoked about infusing Southern California's flagship grassroots nonprofit with cutting-edge communication and engagement tools, this is the job for you.

Specific Responsibilities Include:

- Manage Heal the Bay's website, social media properties and email marketing platforms
- Complete regular audience analytics and plot course-corrections as needed
- Develop compelling multi-channel advocacy and/or fundraising campaigns for owned, earned and paid media
- Create and manage content calendar for website, email campaigns, direct mail, and social media
- Manage organization's digital assets: photos, videos and creative collateral
- Provide creative direction and graphic design for campaign elements, both internally generated and with outside vendors.
- Work with department members to generate content: Blog and social media posts, e-blasts, direct mail appeals, press releases
- Develop and/or deepen strategic marketing partnerships with other nonprofits, key media outlets, eco-influencers, celebrities, and athletes
- Manage part-time Content Manager
- Recruit and manage interns and volunteers as needed



Heal the Bay

Experience/Skills Desired:

- Passion for the environment and creative digital marketing
- Proven ability to set and meet measurable campaign-related goals
- Demonstrated ability to multitask and adhere to deadlines with limited supervision
- Excellent written and interpersonal communication skills
- Commitment to collaborative problem-solving with a positive attitude and generous spirit
- Tenacity, pluck, humor, and confidence when faced with challenging projects
- Scrupulous attention to detail is a must; copyediting and proofreading experience required
- Familiarity with AP and/or Chicago Style required
- Minimum three years Social Media organic and paid marketing experience required
- Advanced skills in key social platforms: Facebook, Twitter, Instagram, Snapchat, YouTube, Pinterest, LinkedIn, and Flickr
- Advanced skills in MS Word, Excel, PowerPoint, Photoshop, Illustrator, InDesign, Acrobat, and iMovie/FCP/Premiere required.
- Minimum two years email marketing experience required
- Minimum two years Wordpress or other CMS experience required
- Minimum two years Salesforce or similar CRM experience required
- Advanced knowledge of SEO/SEM best practices
- Fluency with both PC and Mac platforms
- Bachelor's degree or equivalent experience required

Hours and Compensation:

This position is a full-time salaried position. Compensation includes accrued vacation and sick time as well as retirement/health/dental/vision/life benefits. Occasional deadline-related work may be required during evenings and weekends throughout the year.

How to Apply:

Please submit your application electronically at healthebay.org/jobs. You may also email your resume and cover letter to commjob@healthebay.org. No phone calls please.

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