



Job Announcement: Web & Digital Communications Assistant (part-time)

Position Summary:

Heal the Bay's Marketing Communications Department is looking for a web geek with a heart of kelp. From being the primary caregiver for our charming but aging Drupal website to improving UX to help us broaden our audience and increase giving, we are seeking our digital unicorn. Here's how we'll know that you're ready to contribute to one of L.A.'s most successful environmental nonprofits: You love coral reefs as much as coding. You won't make too much fun of the technophobes in the office. You are serious about your work and supremely organized, but you know when it's time to take a break and (briefly) binge on sea otter videos. If you think you have what it takes and want to work with 32 other passionate, funny, ocean-loving scientists and activists, we encourage you to apply.

Primary Responsibilities:

- Maintain our Drupal-based website: Update and develop web content and coordinate the production of content written by other staff.
- Improve organization's UX and remove outdated content and refresh existing pages for optimal site performance and navigability.
- Implement best practices for SEO and assist in training staff on SEO techniques.
- Produce monthly Google Analytics and social media analytics reports
- Prioritize and resolve web requests through an online ticketing system.
- Collaborate/liaise with Development department in developing tools and techniques for digital fundraising and improved email acquisition.
- Help us stay current with developments and changes in web publishing techniques and with emerging technologies in web-based applications and file standards
- Serve as primary backup to Communications Manager for social media management and monthly e-newsletter production.
- Act as a line of support (or shoulder to cry on) for staff when digital issues arise.
- Provide general department support as needed.

Experience and Skills Sought:

- Fluency in both PC and Macintosh platforms required.
- Minimum two years of Drupal or other Content Management System (CMS) authoring/editing experience required; administrative experience preferred.
- Strong web design skills, including the ability to write and edit HTML and CSS
- Proficiency in Photoshop, Illustrator and InDesign required; Final Cut Pro and/or Premiere a plus.
- Experience with Salesforce or other CRMs strongly preferred.
- Familiarity with e-mail clients like MailChimp and MyEmma is a plus.
- Experience managing Facebook, Twitter, Instagram and Pinterest accounts
- Ability to multi-task, meet deadlines and overcome challenges with grace and humor.

More Information:

Salary: DOE. Please note that this part-time position (24 hours a week/3 full days in office) does not include health, retirement or other benefits.

To Apply: Please submit cover letter, resume and an optional work sample 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.

About Heal the Bay:

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.