



SONOMA ECOLOGY CENTER

Beautiful. Sustainable. Sonoma.

Marketing & Communications Specialist

Classification:

Non-exempt

40 hours per week

Salary \$28-\$30 per hour DOE

Reports to:

Development Director

Organization

Sonoma Ecology Center is a 30-year-old nonprofit whose mission is to work with our community to identify and lead actions that achieve and sustain ecological health in Sonoma Valley. Throughout the North Bay and beyond, we are respected for our contributions to land, water, biodiversity, and climate improvements. We have 30 professional, dedicated staff members and manage numerous grants and contracts, often in partnership with other nonprofits and agencies who leverage our work and impact.

Position Summary:

Sonoma Ecology Center (SEC) seeks a Marketing and Communications Specialist to play a critical role in ensuring the organization achieves its plans for growth in alignment with its mission, vision, and values. The Marketing and Communications Specialist will be responsible for all outward-facing communications, including digital content creation, management of SEC's editorial calendar, and managing all aspects of the organization's Social Media presence. The candidate must be able to communicate effectively with a diverse range of stakeholders. The candidate should be comfortable working independently and collaboratively within a small, close-knit team and thrive in a fast-paced, deadline-driven environment. The position will report to the Development Director and work closely with the Executive Director and Program Managers across the organization.

Initially, the role will be remote using Zoom for team meetings. The candidate must have a reliable internet connection and phone. Once Covid restrictions are eased, our team members will be able to meet in person and resume regular team and staff meetings; office hours are expected.

Responsibilities (include but are not limited to):

General Marketing & Communications

- Promote and protect the voice and brand of the Sonoma Ecology Center
- Build alignment and identify brand ambassadors across staff and the SEC board of directors
- Work with staff to ensure messages are communicated accurately and consistently to all external audiences
- Design and implement an annual strategic communication and marketing plan to promote SEC resources, research, publications, public awareness, current community affairs, and advocacy efforts

- Write and edit content for SEC website and email marketing efforts, including a monthly newsletter and weekly blog posts, uses WordPress and Mail Chimp frequently
- Contribute to corporate/partner engagement and content development in collaboration with key staff members within SEC (Annual Fund, Annual Report and seasonal appeals)
- Support media relations, including developing press contacts, identifying news opportunities, pitching stories, and coordinating interviews
- Develop communications and fundraising strategies that will broaden programmatic reach and deepen awareness that leads to broader financial impact
- Act as liaison between our work and our audience; effectively translating program verbiage and scientific data into relatable language for donor communications and expanding our audience base
- Ensures SEC's commitment to diversity, equity, and inclusion (DE&I) is operationalized in our communications plan, and SEC communications are culturally sensitive and designed to reach diverse audiences and speak to all of our community members

Social Media Management

- Manage all aspects of SEC's social media presence (SEC website(s), Facebook, Instagram, Twitter, YouTube, etc)
- Drive strategy to increase daily engagement on SEC social media accounts
- Lead content creation for SEC's Social Media, including written blog content, tweets, posts & videos

Data & Analytics

- Regularly uses analytics for SEC's online assets and adapts medium strategy for the maximum organizational benefit (websites, email communications, and social media)
- Leverage key engagement metrics across platforms to optimize content, messaging, and distributions

Qualifications:

- Bachelor's Degree in a related field, such as Journalism, Public Relations, or Communications or experience in Communications, Marketing, or Public Relations, preferably in a nonprofit organization
- A working knowledge of environmental issues and a commitment to our mission.
- Excellent written and verbal communication skills are a must: Select candidates will be required to submit portfolio materials
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies (Sprout Social, HootSuite, Tweetreach, Meltwater, etc.) to engage a diverse audience
- Must be a confident public speaker; comfortable speaking to reporters, being interviewed on camera or occasionally on the radio, and at public events such as "tabling" on behalf of the organization
- Strong attention to detail and proofreading skills (AP writing style and standards are a plus)
- Ability to turn dense project information into easily digestible messaging for diverse audiences
- Proven results in implementing marketing and communications strategic plans
- Familiarity with CMS platforms and basic HTML (WordPress, etc.)
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Professionalism with colleagues, public, and vendors, a must
- Candidates from diverse backgrounds are welcome and encouraged to apply

Physical Requirements:

This is a traditional office job, one which requires sitting, typing, standing, and being at a computer workstation for lengthy periods of time. One must have the ability to use office equipment (including, but not limited to, a computer, phone, and printer/copier) and computer systems to fulfill essential functions of the position.

At times, one will travel to meetings or conferences. One must have reliable transportation, a current Driver's License, and comprehensive auto insurance. A DMV check will be performed.

To Apply:

Please apply using BambooHR HRIS by clicking here:

<https://sonomaecologycenter.bamboohr.com/jobs/view.php?id=25> **Marketing and Communications Specialist.** No phone calls, please. For more information about the Sonoma Ecology Center, please visit www.sonomaecologycenter.org.

All qualified applicants will be given equal consideration without regard to race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, gender identity, gender expression, including transgender, pregnancy, breastfeeding, veteran, military status, genetic information, and marital status or familial status. Sonoma Ecology Center is an Equal Opportunity Employer. Equal access to programs, services, and employment is available to all persons. Those applicants requiring reasonable accommodation to the application and/or interview process should notify our Human Resources Department.

All offers of employment are contingent on the results of a background check.