



## **We're Hiring!**

### **Marketing Coordinator**

**Location of Position:** Marin Headlands, Sausalito, California

**Reports to:** Director of Marketing & Communications

**Position Classification & Expected Hours of Work, and Travel:**

- This is a full-time, non-exempt position.
- Hybrid work schedule 2-3 days on site or as needed, 2-3 days from home.
- Days and hours of work may vary according to the needs of The Marine Mammal Center.
- Evening and weekend work may be required as job duties demand.
- Some travel within California and the Hawaiian Islands may be expected for this position.

**Compensation Range:** \$32.00/hr - \$36.60/hr

**Full Benefits:**

- Generous time off policies, including Holidays, Sick, and Vacation.
- Medical, Dental, and Vision
- Life Insurance
- Long Term Disability Insurance
- 401k Retirement Plan
- Employee Assistance Program

**Job Summary**

The Marketing Coordinator is focused on providing technical and administrative support to The Marine Mammal Center's Marketing & Communications department. Areas of responsibility include support for our CRM, email/SMS marketing efforts, and website content. The Marketing Coordinator will also support the team by providing assistance with public relations, social media, and photography.

**Essential Functions**

Technical & Administration Support: 65%

- Provide overall technical and administrative support for our Customer Relationship Management (CRM) system, EveryAction, public relations and social media for the Marketing & Communications department.
- Execute data loads into our CRM from third party sources, including but not limited to, rescue hotline, Eventbrite, and Facebook.
- Facilitate engagement form creation and reporting.

- Ensure our CRM system remains up to date and processes run smoothly by continually reviewing processes and updating accordingly.
- Create and send non-automated marketing emails and Short Message Services (SMS) and respond to SMS messages.
- Monitor public relations media inbox and respond to requests for interviews, information, photos, and videos.
- Coordinate public relations media interviews and send follow-ups after interviews.
- Monitor comments on all social media channels (Facebook, Instagram, LinkedIn, and X(Twitter)) and respond or flag as needed and respond to social media channel inbox messages.
- Create content for social media channels including, but not limited to, writing posts and finding photos/videos.

#### Website Content: 20%

- Manage website content update process and collaborate with internal content submitters to ensure all content is ready for publication.
- Edit, create, and post website content as requested which includes, but is not limited to:
  - Adding news content such as web stories and press releases.
  - Update content such as programmatic or language updates.
  - Daily patient imports from the Center's electronic animal records database system (Ruby).
  - Weekly patient photo updates.
  - Update staff biographies and job postings as requested.
  - Post new publications and online learning resources as requested.
  - Search Engine Optimization (SEO) tactic implementation including updating content, redirects, etc.

#### Photography Management: 10%

- Respond to photo requests.
- Manage and schedule volunteer photographers, including assignments such as patient photographers, event photographers, release photographers, and photo archivist.
- Manage photo storage, including the Center's Flickr and Dropbox accounts.
- Collaborate with the Digital Marketing Manager, and other members of the organization to tag and file approved photos.

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#### Other Duties as Assigned: 10%

- Perform special projects and research as assigned.

- Perform other duties as assigned.

### **Supervisory Responsibility:**

Various Photography volunteers

### **Knowledge, Skills, and Abilities**

- Demonstrated experience with Customer Relationship Management (CRM) systems. Experience with EveryAction a plus.
- Demonstrated experience with photo and video editing.
- Ability to learn various internal platforms to make requests and/or pull data.
- Familiarity with content management systems (CMS) and marketing automation tools.
- Experience with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint).
- Proficiency in SEO best practices and keyword research.
- Ability to multi-task and balance multiple projects simultaneously, reprioritize, and pivot to meet deadlines while providing high-quality work.
- Experience in nonprofit communications a plus.
- Journalism or writing experience a plus, especially scientific journalism.
- Proven ability to work as part of a team, cross-functionally, and with external stakeholders.
- Creative thinker with a passion for staying up to date on industry trends and innovations.
- Flexible and resilient with the ability to prioritize competing tasks and manage change appropriately.
- Demonstrates initiative and thinks proactively.
- Strong commitment to the mission and goals of The Marine Mammal Center.
- Communicate and interact effectively with people across cultures, ethnic groups, and identities.
- Practice self-awareness and respect while engaging with people of diverse backgrounds.
- Willingness to support and participate in The Marine Mammal Center's diversity, equity, and inclusion programs.

### **Qualifications and Experience**

- Valid driver license with acceptable motor vehicle record to maintain standards of insurability.
- Proof of COVID-19 Vaccination or waiver (medical or religious)
- A combination of education and/or experience equivalent to a bachelor's degree in marketing, communications, or related field.
- 3 years of relevant experience in communications or related field.

### **Work Environment & Physical Requirements**

- This position operates in a professional office, laboratory, and hospital environment both indoors and outdoors with access to other parts of the facilities via outdoor pathways.
- Some work may occur in outdoor weather conditions and elements.
- Routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.
- Ability to work at a desk for extended periods using a computer.
- Exposure to allergens and zoonotic diseases.
- Involves smells associated with animals and the care of animals.

### **OUR COMMITMENT TO DIVERSITY**

The Marine Mammal Center actively engages individuals from all backgrounds. We are committed to embracing diversity within our organization because we firmly believe that diverse employee teams help us to achieve our best organizational outcomes and provide the most effective support to the communities we serve. We are deeply dedicated to creating and maintaining an inclusive, equitable and supportive work environment. We strongly encourage people from underrepresented groups to apply. The Marine Mammal Center believes in growth and supporting our employees as best we can so they can become their best selves in and outside of work. We believe that a healthy work environment means building an inclusive culture where people can thrive together and feel supported and empowered. We believe in stretch versus constraint.

### **OUR MISSION**

The Marine Mammal Center advances global conservation through marine mammal rescue and rehabilitation, scientific research, and education.

### **ABOUT THE MARINE MAMMAL CENTER**

The Marine Mammal Center is leading the field in ocean conservation through marine mammal rescue, veterinary medicine, science, and education.

**For more information, please visit our “About Us” page at [www.marinemammalcenter.org](http://www.marinemammalcenter.org)**

**To Apply:** Please submit a cover letter and resume and provide a brief description about how your experience aligns with the role.

Note that applications without a cover letter will not be considered.

In your cover letter, please feel free to note which pronouns you use (For example – she/her/hers, he/him/his, they/them/theirs, etc).

We strongly encourage people of color, lesbian, gay, bisexual, transgender, queer and non-binary people, veterans, parents, and individuals with disabilities to apply. The Center is an

equal opportunity employer and welcomes everyone to our team. If you need reasonable accommodation at any point in the application or interview process, please let us know.

**Application Link:** [https://recruiting.paylocity.com/recruiting/jobs/Details/2415898/Marine-Mammal-Center/Marketing-Coordinator?source=Center%20for%20Volunteer%20and%20NonProfit%20Leadership%20\(CVNL\)](https://recruiting.paylocity.com/recruiting/jobs/Details/2415898/Marine-Mammal-Center/Marketing-Coordinator?source=Center%20for%20Volunteer%20and%20NonProfit%20Leadership%20(CVNL))