



Marketing Communications Manager

Job Summary:

The Marcom Manager works closely with the Chief Marketing & Advancement Officer (CMAO) and other advancement leaders (the development and marcom teams) and is responsible for driving the development and implementation of all marketing efforts for the organization. This includes: communications, content creation, website, social media, public relations, and collateral materials to consistently build support for and awareness of Crystal Cove Conservancy's mission internally, cross-departmentally – including with Crystal Cove Beach Cottages – and with external stakeholders.

The Communications Manager will have primary responsibility for the implementation and assessment of The Conservancy's communications and marketing strategies as well as coordinating the effort to create and manage The Conservancy's overall marketing strategy. They are responsible for the generation of content, the production of digital media and printed collateral, and oversight over The Conservancy's communications calendar. The Marcom Manager will work to amplify the voice and raise the public profile of The Conservancy in the community and work closely across departments within the organization as the communications partner on a variety of strategic initiatives.

Essential Duties & Responsibilities:

- + Support the CMAO with the advancement of The Conservancy's brand both internally across departments including Crystal Cove Beach Cottages and externally with stakeholders to elevate the organization toward the fulfillment of its mission.
- + Serve as key coordinator of The Conservancy's team that sets annual marketing and communications goals and calendar, implements identified strategies, evaluates outcomes, and recommends future strategies.
- + Develop and maintain an annual communications calendar and ensure that all team members are aware of upcoming campaigns and events.
- + Manage and create content for existing social media platforms and website and identify new opportunities to remain current with trends and best practices.
- + Oversee (and work collaboratively with development team) CRM automation and all communication efforts to donors (bottom of pyramid)
- + Manage reporting for ROI (analytics, etc.)
- + Develop, write, and produce graphic and video content that highlights diverse stories about Crystal Cove Conservancy and Crystal Cove State Park to engage the community and stakeholders and drive audience growth.
- + Assist the development team with the creation of digital and print collateral for The Conservancy's annual report, annual giving programs, membership program, community presentations, and other fundraising efforts.
- + Generate press releases and media toolkits and track and archive press on The Conservancy.

- + Manage marcom vendors and coordinate efforts with external agencies, printers, photographers, etc.
- + Maintain an internal photo and video library.

Allocation of Responsibilities

- 30% Writing/content creation
- 20% Collateral creation (design or manage)
- 20% Social Media
- 15% Website maintenance
- 10% Strategy/planning
- 5% PR/media

Qualifications:

- + Bachelor's degree required
- + 3+ years experience in a similar role, at a nonprofit a plus
- + Experience engaging diverse audiences through social media platforms (FB, Insta., and Twitter, etc.)
- + Graphic design skills a plus with ability to use Adobe Creative Cloud software
- + Expertise with social media planning software, and email software (like Constant Contact)
- + Experience with CRM software (like Little Green Light, Salesforce.org, or Raiser's Edge) a plus
- + Exceptional organizational skills are a must
- + Strong writer/editor with verbal communication skills
- + Ability to develop content strategy and implement
- + Superior relationship-building skills, including poise, diplomacy, and the ability to engage diverse constituencies
- + Able to pinpoint problems AND suggest solutions
- + A entrepreneurial work ethic and a desire to "get the job done"
- + Team-player who is collaborative, positive, and supportive
- + Ability to prioritize, multi-task, and follow through with minimal direction
- + Expertise using Microsoft Office (Word, Excel, PowerPoint, Outlook)
- + Ability to think creatively, act strategically and be success oriented

Status:

Full-time, 40 hours per week.

Compensation:

Negotiated, depending on qualifications.

Reports to:

Chief Marketing & Advancement Officer

Location:

Crystal Cove State Park Historic District with flexibility for remote work a portion of each week.

Physical Requirements:

Due to the location of The Conservancy and CCMC's offices, this is a position that requires certain physical abilities. Special accommodations will be made if needed.

Updated: 8/22/22

Crystal Cove Conservancy provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, age, disability, gender identity, gender expression, or genetics. Members of groups that have faced historic barriers to environmental access are highly encouraged to apply.