POSITION DESCRIPTION

JOB TITLE: Social Media & Digital Marketing Coordinator
SALARY RANGE: Commensurate with experience
LOCATION: Tavernier, Florida
JOB STATUS: Full Time, Exempt plus occasional special events
SUPERVISOR: Marketing & Communications Director, CRF™
SUBMISSION: Email Application Material to: beth@coralrestoration.org

APPLICATION MATERIALS
1. Cover letter that speaks to your interest in being a part of CRF™ conservation mission and what you can bring to this dynamic team in this role (limit 1 page).
2. Resume presenting related experience concisely and directly addressing items in this position description (limit 2 pages).
3. Writing samples, one short form and one long form.
4. Contact information and relationship to applicant for two references. Please note, if applicants are formerly associated with CRF™, references should come from outside the current CRF™ Team.

ABOUT THE CORAL RESTORATION FOUNDATION™
CRF™ is a United States (US) 501(c)3 tax-exempt non-profit ocean conservation organization. The core mission of CRF™ is to restore coral reefs, to educate others on the importance of our oceans, and to use science to further coral research and coral reef monitoring techniques.

CRF™ does not believe that the plight of coral reefs in the 21st century is hopeless. In fact, CRF™ has developed a strategy for coral reef restoration that exists at the intersection of three core CRF™ programs: (1) restoration, (2) science, (3) education and (4) global.

Total CRF™ contributions and other financial support were approximately $3.1 million in 2019, $3.5 million in 2020, $4.7 million in 2021 and $5.9 million in 2022. This growth in public and private support is proportionately reflected in growing staff activities such as nursery maintenance, coral transplantation, data collection, boat and warehouse operations, contract negotiation and compliance, and other administrative activities. Funding has been a mix of public grants and foundation donations. In recent years CRF™’s contributions to reef restoration have been acknowledged through numerous accolades and consistent media coverage.

CORE VALUES
The chosen candidate should embody the core values of CRF™. This includes the ability to be team-oriented, and able to work with a diverse group of staff, interns, volunteers, donors, and community members.
**ESSENTIAL FUNCTIONS**

The social media and Digital Marketing Coordinator will report directly to the Director of Marketing and Communications, working closely to further the foundation’s strategic goals, supporting CRF™’s communication’s strategy and increasing awareness of CRF™ amongst its target audiences. This role will execute all inbound and outbound marketing for CRF™, including but not limited to social media, blogs, and email marketing.

This role will also help manage, under the supervision of the Director of Marketing and Communications, outside vendor partners in all digital marketing efforts. This would include project management as well as key performance reporting monthly.

Applicants must be able to demonstrate exemplary written communications skills, and proven proficiency in creating concise and impactful media content that garners attention. They must have a keen eye for accuracy and attention to detail and be able to communicate scientific concepts in ways that are engaging for diverse audiences.

Bachelor’s degree or higher and at least two years of professional experience in relevant field. Must be self-motivated with the ability to work independently or in a team setting. Must have excellent organization and leadership skills. Creativity is a must with attention to detail and the ability to multi-task. Flexible days and hours are essential to attend occasional evening or weekend events.

Preference will be given to applicants that have experience working with non-profits and a passion for marine conservation.

**RESPONSIBILITIES (Including but not limited to)**

- Create and publish content for CRF’s social media, emails, and other forms of digital communication.
- With direction from the Director of Marketing & Communications, craft and implement the CRF™ social media strategy, including an editorial calendar, in line with best practices and guided by past performance data.
- Manage social media engagement by responding to messages and following industry related accounts.
- Provide monthly reporting on Social Media metrics showing market growth and suggestions...
for improvement.

- Coordinate content from CRF™ programs for social posts, blog articles, and e-newsletter - including writing and publishing.
- Publish two newsletter emails per month: Coral Compass and Coral Connect. Provide monthly metrics on conversions along with suggestions for improvement.
- With support from Director of Marketing, assist in project management of all aspects of ongoing new website development and launch with outside paid consulting firm.
- Assist in managing outside paid consultant and campaign budgets for paid advertisement.
- Assist in coordination and communication with PR and Media efforts.
- Along with the Director of Marketing and Communications, coordinate marketing needs with outside partners, such as: M:IR, NOAA, etc.
- Assist in reports and analytics on the overall performance of various digital marketing efforts, including ROIs and KPIs.
- Collaborate with the marketing team to brainstorm new and innovative growth strategies.
- Assist in managing gift shop, including reviewing sales data, maintaining inventory, introducing new items, updating Shopify, and training Interns on how to fulfill orders.
- Maintain consistent brand messaging across all digital channels.

**REQUIRED SKILLS AND KNOWLEDGE**

- Bachelor’s degree or higher and at least two years of professional experience in relevant field.
- Proven aptitude for content creation and the ability to communicate seamlessly with a variety of different audiences both verbally and written.
- In-depth knowledge of various social media platforms’ best practices and trends.
- Self-motivated with the ability to implement and drive projects from conception to launch.
- Exceptional writing skills, both short and long form.
- Keen sense of creativity, imagination, and innovation.
- Exemplary interpersonal skills, with the ability to collaborate with other programs and departments within foundation.
- Ability to analyze consumer metrics, reports, and trends.
- Strong project management skills.
- Practical understanding of SEO and SEM strategy and analytic tools such as Google Analytics.
- Working knowledge of Sprout Social, Mailchimp, Microsoft Office (Word, Excel, Power Point).

**PREFERRED QUALIFICATIONS**

- Extensive knowledge of coral restoration or marine conservation non-profits.
- Certified Scuba Diver.
- Proficiency in photo and video editing software.
- Experience with Word Press (including light backend work, such as blog entries and minor text edits).

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www.coralrestoration.org
PROBLEM SOLVING ATTRIBUTES

• Critical thinking to adapt or modify processes in response to changing circumstances.
• Coordinate multiple simultaneous tasks with many variables by evaluating competing/overlapping requirements or interests and prioritizing appropriately.
• Solve routine problems independently; consult with colleagues/management for unusual or complex problems.
• Clearly and professionally articulate solutions, support, and help to a diverse staff with varying technological needs and experiences.

PERSONAL CHARACTERISTICS

• Deep integrity, with an unwavering commitment to ethical behavior and communication.
• Consistently demonstrate professional, positive, and approachable attitude/demeanor and remain discrete.

TEAMWORK AND EFFECTIVE COMMUNICATIONS

CRF™ operates with a small staff of approximately 30 people and relies on our seasonal interns as well as local volunteers to accomplish our mission and work effectively on the water. We are a lean operation, and teamwork is crucial to our success. Being an effective team member means working with your fellow staff members and being a positive example to our interns and volunteers (both on the water and off). Interested candidates should be able to work well with and communicate with a diverse group of people including fellow staff, interns, volunteers, the public, donors, and partners.

Interested candidates should be able to:
• Work with a diverse group of stakeholders.
• Clearly articulate tasks by explanation and demonstration.
• Occasionally communicate with internal and external contacts to seek or convey information and coordinate arrangements.
• Consistently demonstrate professional, positive, and approachable attitude/demeanor and discretion.

WORKING CONDITIONS/PHYSICAL EFFORT

The position is office/clerical. Typical work week is 5 days per week over the course of Monday through Sunday, 9-5pm or modified to meet mission expectations. CRF™ requires Covid Vaccination (subject to applicable federal/state guidelines) to join our team.

Coral Restoration Foundation™ is an Equal Opportunity Employer.