POSITION DESCRIPTION

JOB TITLE: Marketing Associate
SALARY RANGE: Commensurate with experience
SUPERVISOR: Communications Director, Coral Restoration Foundation™
SUBMISSION: Email applications to: alice@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 (limit 1 page).
2. Resume presenting related experience concisely and directly addresses items in this position description (limit 2 pages).
3. A minimum of two writing samples, at least one long form and one piece of social media or marketing copy.
4. Contact information and relationship to applicant for two references. Please note, if applicants are formerly associated with CRF™, referees 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, and (3) education.

Total CRF™ contributions and other financial support were approximately $1.0 million in 2014, $1.2 million in 2015, and $1.4 million in 2016, $2.1 million in 2017, $2.2 million in 2018, and, according to CRF™'s 2019 operating plan, contributions and other support this year are expected to approximate $2.2 million. 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.

CRF™ Values Statement: CRF™ is driven by action and results. CRF™ believes that through education and innovation, we provide hope for coral reefs and future generations. We act with honesty, respect, and integrity at all times as representatives of the organization. CRF™ promotes a positive working environment that values teamwork, education, and financial stewardship of the resources entrusted to us.

**ESSENTIAL FUNCTIONS**

The Marketing Associate will report directly to the Communications Director, working to further the foundation’s strategic goals, supporting CRF™’s communication’s strategy, increasing awareness of CRF™ amongst its target audiences, and assisting with the day-to-day running of the Gift Shop.

The Marketing Associate will collaborate with other members of the CRF™ team to implement outreach and communications strategies for the exposure and promotion of Coral Restoration Foundation™ through multiple communications channels.

The Marketing Associate will also be responsible for the smooth functioning of the Gift Shop (both online and brick-and-mortar) ensuring that inventory is tracked, reordered, and products are marketed to increase sales.

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.

BA or higher degree and at least one year of related professional experience or an equivalent combination. 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 multitask. Flexible days and hours is 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.
Job Responsibilities (including, but are limited to):

- **Marketing & Communications Responsibilities**
  - Prepare, edit, and distribute communications including e-newsletters, social media, e-commerce, advertisements, promotional materials, etc. while keeping with CRF™'s branding policies.
  - With oversight from the Communications Director, manage all aspects of organization's social media presence via Facebook, Instagram, LinkedIn, Twitter, blogs, email marketing, etc.
  - Monitor digital channels for content updates regularly including Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat.
  - Track and report website and social media metrics.
  - Assist with generating, managing, cataloguing, editing, and copyrighting CRF™ image and video assets.
  - Assist Development Team with web-based/community promotional and fundraising campaigns.
  - Coordinate, attend, and support outreach as needed including local, state, or nationwide events.
  - Represent or speak on behalf of CRF™ at public or professional events as requested.
  - Support event coordination, marketing, and implementation efforts.
  - Proofread marketing and publicity materials.
  - Perform other marketing and communications activities as assigned.
  - Grow and manage CRF™'s email list utilizing best practices and creative list growth techniques.
  - Assist with training of interns in social media and marketing skills development.

- **Gift Shop Responsibilities**
  - Maintain adequate stock levels at all facilities.
  - Supervise the shipping of any items ordered online.
  - Track the sales performance of gift shop items to inform reorders and product line expansions.
  - Assist Communications Director in determining new product lines including developing designs, and supplier sourcing.
  - Oversee the point-of-sale (POS) system for all shop transactions, in coordination with Communications Director and Accounting Manager.
  - Ensure that products are marketed to increase sales.
  - Assist with training of interns on POS and gift shop procedures.

**Required Skills, Knowledge and Personal Characteristics**
- Bachelor degree in media, marketing, public relations, business, or related field
- One to three years of broad experience in communications, marketing, journalism, and nonprofit organizations
- Experience working with databases, including managing and tracking data.
- Strong organizational skills and attention to detail.
- Ability to analyze information for the purpose of preparing reports, coordinating efforts and solving problems.
- Ability to communicate seamlessly with a variety of different audiences both verbal and written
- Strong understanding of general computer technology
- Advanced computer skills required: Mac, Microsoft, MailChimp, Adobe (Photoshop, Illustrator, and InDesign), web and social media savvy
- Excellent oral and written communication skills
- Ability to plan and manage projects to successful and timely completion
- Willingness to learn and take direction
- Self-motivated. Ability to envision, design and implement projects successfully on one's own.
- Agent of change – anxious to improve self, business process, data quality, and business performance
- Deep integrity, with an unwavering commitment to ethical behavior

Desirable Skills and Knowledge

- Knowledge of ocean and coral reef ecosystems
- Demonstrated interest in environmental issues and conservation.
- SCUBA diving experience
- Proficiency in photography, videography, and photo editing

COMPLEXITY/PROBLEM SOLVING

- Critical thinking to adapt or modify processes in response to changing circumstances.
- Solve routine problems independently.
- Self-motivated: identify and implement changes and improvements to processes and procedures.

TEAM WORK AND EFFECTIVE COMMUNICATIONS

CRF™ operates with a small staff 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 not only having the ability to
work with your fellow staff members but also to be 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.

Coral Restoration Foundation™, INC is an Equal Opportunity Employer.