



Marketing and Communications Manager November 2017

The Partnership for the Delaware Estuary, a regional environmental nonprofit organization based in Wilmington, Delaware, seeks a full-time Marketing and Communications Coordinator to be responsible for promoting PDE, and its activities, to build awareness and engagement for protecting and enhancing the Delaware Estuary. Key elements of this responsibility include managing the organization's website, newsletter, and media presence (social and traditional) to meet programmatic goals and raise regional and national visibility.

Under the direction of the Director of Development, the Marketing and Communications Coordinator will perform the following:

Communications Strategy

- Oversees the development and execution of marketing and communications strategies that promote PDE and the Delaware Estuary in accordance with PDE's Communications Plan and Brand Guide.
- Plans and implements communication strategies and campaigns to promote PDE projects and programs using a variety of tools and tactics across many target audiences.

Website Management

- Manages the organization's primary website (DelawareEstuary.org) on a day-to-day basis using WordPress and other content-management systems.
- Provides technical assistance and coordination on key messages for secondary websites such as EcoDelaware.com and SchuylkillWaters.org managed by other PDE staff and/or partners.

Newsletter Production

- Writes, edits, and oversees the production of PDE's newsletter and other printed and online pieces, with contributions from various authors from within and outside of PDE.

Media Relations

- Establishes and builds relationships with journalists in the region, responding quickly to their inquiries and requests for interviews, including providing on-camera and on-air remarks.
- Prepares and distributes press releases, media advisories, fact sheets, calendar listings, and organizes press conferences.
- Coordinates the use of social media to implement PDE's objectives and grow PDE's following, including working with other staff to coordinate posts, maintaining social media accounts and using Hootsuite or similar services.

Publicity

- Plans and executes media promotions, including advertising on traditional and social media and managing PDE's Google AdWords account.
- Coordinates publicity for special events and fundraisers.

Other

- Coordinates with contractors on production of PDE's newsletter, website, and other communications initiatives, which may include preparing requests for proposals and reviewing bids and proposals.

- Provides support to relevant committees and activities of the Board of Directors.
- Manages PDE's archive of photographs and video.

REQUIRED SKILLS & EXPERIENCE

A bachelor's degree from an accredited college in Marketing, Communications or a related field.

5 years of experience working in a related position.

Knowledge of marketing (including public, media, and stakeholder relations)

Excellent written communication skills, including newsletter editing/production, press releases and web content.

Excellent verbal communication skills, including giving presentations and interviews

Computer skills and experience, including web content management, including WordPress, Adobe Creative Suite, and digital SLR photography.

Strong organization skills including the ability to build and coordinate effective work teams.

Strong attention to detail.

Valid United States driver's license.

WORKING CONDITIONS

Time spent in this position will be split between being in an office setting and being at offsite meetings and events, including some outdoors along the shorelines of the Delaware Estuary. Occasionally, there will be tasks completed in a storage/warehouse facility. Work hours may shift dependent on project assignment. Some evening/weekend work is required. The incumbent should be able to lift 25 pounds. The incumbent should be able to sit and stand for at least 4 hours at a time.

Interested applicants are encouraged to submit a resume and cover letter by **November 30**, to:

Claire Birney, CFRE, Director of Development

Partnership for the Delaware Estuary, 110 South Poplar Street, Suite 202, Wilmington, DE 19801;

by fax to (302) 655-4991; or

by e-mail to cbirney@delawareestuary.org.

The Partnership for the Delaware Estuary is an Equal Opportunity Employer. Qualified persons are encouraged to apply regardless of their religious affiliation, race, age, sex, gender identity, sexual orientation or disability. Candidates must be able to work legally in the United States.

The Partnership for the Delaware Estuary (PDE) is a nonprofit organization established in 1996 to take a leadership role in protecting and enhancing the Delaware Estuary, where fresh water from the Delaware River mixes with salt water from the Atlantic Ocean. It is one of 28 congressionally designated National Estuary Programs throughout the coastal United States working to improve the environmental health of the nation's estuaries. Its staff works with partners in three states to increase awareness, understanding, and scientific knowledge about the Delaware Estuary, the region's most important cultural, economic, and recreational resource. Visit us on the web: www.delawareestuary.org