

Marketing Manager — Job Description

COMPANY SUMMARY

WILDCOAST is an international team that conserves coastal and marine ecosystems and addresses climate change through natural solutions. To achieve our mission we establish and manage protected areas, protect and restore blue carbon ecosystems, and partner with local communities, governments, and the private sector. WILDCOAST is helping to conserve more than 38 million acres of some of the most ecologically important coastline, wetlands, islands, and marine wilderness in the world. The team of 25 is based in San Diego County and Mexico.

JOB TITLE

Marketing Manager

Reports to Director of Development

STATUS

Full Time - Approximately 40 hours a week

LOCATION

Del Mar-based job, hybrid with both a virtual and in-person work environment. Travel in the US + Mexico.

POSITION SUMMARY

Position Description:

This position will manage strategy and execution of Marketing Communications. The Marketing Manager ensures that all communication channels are working in sync to promote timely campaigns and messaging. This includes but is not limited to digital ads, email, social media, website comms, development comms, press/media, events, donor database communications, and more. This person should have a passion for saving the planet and making a difference.

Responsibilities: Creative Marketing

- Work in collaboration with team on overall marketing strategy for primary channels (social, email, PR, and digital media)
- Vet current processes and suggest improved communication strategies that increase overall brand awareness
- Public relations management, including managing pro bono relationship with PR agency. Seek additional press and media relationships, as appropriate
- Influencer marketing/ manage relationships
- Manage press and influencer relationships, including FAM trips to project sites
- Work with Development team on seasonal campaign activations (e.g. year-end giving)
- Work with Development team on marketing and production of annual fundraiser
- Participate as an active member of the Marketing Team to collaborate and help achieve goals
- Oversee development of visual marketing content (graphic design using Canva)

Responsibilities: Digital Marketing Roles

- Develop and implement all digital marketing strategies including paid, organic, social, and email (with support from agency partners and internal team)
- Manage paid digital media team to ensure message and CTAs are aligned with campaign initiatives, inc, SEO/SEM, email, social media, PPC, display advertising campaign, Google ads, analytics and tag manager
- Develop optimization strategies that increase the company's search engine results rankings
- Oversee Social Media Marketing + Ad campaigns
- Wordpress Website management
- Email marketing campaigns; scheduling and distribution

- Marketing strategies with EveryAction Database
- Manage branded gear/ web store
- Monthly social media analytics reviews

REQUIREMENTS

Skills Required:

- Ability to handle the pressures of a rapidly growing, and ever-changing work environment
- Must be a self-starter and take initiative
- Must have excellent organizational skills and extremely high attention to detail
- Ability to prioritize and manage time effectively
- Clear and concise verbal and written skills
- Problem solving skills and desire to bring solutions to challenging business problems
- Ability to work with a variety of people from diverse socio-economic and cultural background
- Experience leading others to deliver high quality work on tight timing
- Passion for environment, solutions to climate change, and ocean-focused conservation

Position-Specific Skills Required:

- Ability to conceptualize, write, and edit various digital and print communication pieces
- Ability to create scopes of work and manage external agency partners
- Understanding of paid digital media analytics for social channels and SEO
- Ability to manage new and long-term press relationships on behalf of the brand
- Ability to manage a high volume of emails and juggle multiple projects
- Microsoft Suite proficient
- Canva proficient
- Adobe Suite knowledge a plus
- Fluency in Spanish a bonus

Education/Training Required:

- Bachelor's degree in related fields is a bonus but not required.
- 3-5 Years in Agency, PR, or relevant marketing field
- Prior non-profit experience a bonus, but not required

Travel Required:

Travel required to the US, Mexico and Latin America.

Must have or be able to obtain a valid driver license and a valid passport or work visa. Must have reliable transportation and be willing to use their own vehicle. Must be willing to travel around Mexico and other international locations.

COMPENSATION + BENEFITS

Salary commensurate with experience; full medical benefits with full time position; 401k matching available.

DIVERSITY & INCLUSION

WILD Coast is an Equal Employment Opportunity employer and welcomes diversity. We are committed to building teams where people of all identities and backgrounds are welcome, included, and respected.

We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability status, protected veteran status, or genetics. In addition to federal law requirements, WILD Coast complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has employees.

COVID-19 INFORMATION

Manager shall adhere to all COVID-19 requirements. Manager must adhere to WILDcoast's COVID-19 policy at all times while working and receive a COVID-19 vaccine and flu shot prior to the start date. WILDcoast requires annual COVID-19 boosters as well as annual flu shots.

TO APPLY

Please email your cover letter and resume to jobs@wildcoast.org.