

Marketing Coordinator Job Description

COMPANY SUMMARY

WILD COAST 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. WILD COAST 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 27 is based in San Diego County and throughout Mexico.

JOB TITLE

Marketing Coordinator

Reports to Director of Development

STATUS

Full Time - Exempt

LOCATION

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

EARNINGS

\$64,500 plus benefits

POSITION SUMMARY

Responsibilities

- Develop visual marketing content (graphic design using Canva)
- Build, upload, and schedule social media posts across all social platforms
- Manage content for, schedule, and distribute email marketing campaigns (using our CRM) Help implement digital marketing strategies including paid and organic social, Google + YouTube ads, and email blasts
- Work with web developers to ensure that our WordPress site + SEO/SEM aligns with current marketing campaigns
- Help develop marketing strategies to increase WILD COAST's brand awareness, including targeted influencers to partner with + brands
- Provide monthly engagement analytics
- Assist in outreach and coordinating fundraising events
- Assist in database management and donor communications
- Attending and coordinating some events on weekends + evenings
- Representing WILD COAST to media, donors + partners

REQUIREMENTS

General 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 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 backgrounds
- 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
- Understanding of paid digital media analytics for social channels and SEO
- Ability to help 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

Technical Expertise Required:

- Understanding of Conversion Tracking & Analytics
- WordPress experience (sufficient to post blogs, expert coding experience not necessary)
- SEO proficient
- Prior non-profit experience a bonus, but not required

Education/Training Required:

- Bachelor's degree in related fields is a bonus but not required.
- 2+ Years in relevant marketing field

Other Requirements:

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. Sentri is advised.

COMPENSATION + BENEFITS

\$64,500 plus benefits

DIVERSITY & INCLUSION

WILDCOAST 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, WILDCOAST complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has employees.

COVID-19 INFORMATION

Coordinator shall adhere to all COVID-19 requirements. Coordinator 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