

About The Bay Institute and Aquarium of the Bay

The Aquarium of the Bay partners with The Bay Institute is a 501(c)3 nonprofit organization whose mission is to protect, restore and inspire conservation of San Francisco Bay and its watershed from the Sierra to the sea.

Summary

The Director of Communications and Marketing is an extraordinary leadership opportunity to realize exciting marketing, sponsorship, publicity and outreach opportunities. This position will ensure that all communications are professional, high quality and designed to maximize mission impact. S/he will lead staff in articulating and communicating the Aquarium mission, opportunities, challenges, and successes to a broad audience. The right candidate will be self-directed, energetic, and comfortable initiating bold ideas. This position will be based at the Aquarium offices at Pier 39, with occasional work in the Novato office.

Position purpose/general duties

- Work with CEO, Directors and the Communications team to define a vision for brand and message, and to prioritize among numerous potential audiences.
- Develop and manage annual marketing and advertising budgets, implementation of a communications and marketing strategy, and report on goals and achievements to CEO and Board of Directors.
- Analyze organization-wide opportunities for marketing collaborations working with internal staff and external partners to identify most compelling messages and calls to action.
- Leverage the combined organizations' programs for maximum support from Bay Area residents and visitors, resulting in raising funds and awareness for aquatic conservation, education and water impacts of climate change.
- Ensure quality control with respect to issues such as brand management, image, content and format, writing and editing.
- Oversee the development, writing and editing of content for websites, brochures, annual report, electronic newsletters, print and electronic advertisements, press releases, signage and other promotional materials, books, case studies, articles, etc. for The Bay Institute/Aquarium.
- Manage press outreach and strategies for greater media visibility, proactively identifying and responding to opportunities for publicity and participation in events and current topics.
- Create and update the communications handbook, and develop communications guidelines, tools and templates for program staff.

Required Experience & Qualifications

- Three to five years experience in marketing and communications for a nonprofit or conservation organization.
- Demonstrated excellence in research, writing and editing (writing samples will be requested), with excellent organizational skills.
- Experience working with—or knowledge of—issues related to marine and freshwater habitats and species, impact of a changing climate on the San Francisco Bay, and a general passion for environmental issues
- A leader who is a quick learner, resourceful, flexible, and can thrive in an innovative, small, dynamic, nonprofit environment.
- Strong analytical/problem-solving skills and the ability to communicate scientific and technical complexities with clarity and simplicity.

- Effective team player who communicates seamlessly with others in different departments and at different levels within the organization.
- Advanced technology experience: Microsoft Office, online tools, Adobe Creative Suite, and web content management programs.

To Apply

Send resume with cover letter in Word or PDF format by **January 27, 2011**, to job135@bay.org.
No calls please; messages regarding this position will not be returned.