

Spring 2014

Position Announcement Communications Manager

Description

The Mid-Atlantic Regional Council on the Ocean (MARCO) is seeking a Communications Manager to lead MARCO's communications-related project tasks. The successful candidate will exhibit the communication, organizational, and entrepreneurial skills required to support MARCO and enable it to deliver products and services of value to the five member Mid-Atlantic States – New York, New Jersey, Delaware, Maryland, and Virginia.

The Communications Manager works on behalf of MARCO and serves at the pleasure of the MARCO Management Board of Directors. This is a two-year contractual position with potential for renewal, pending funds.

Background

MARCO is a regional ocean partnership working on shared issues that benefit from interstate collaboration and coordinated problem solving. Established in 2009 by the Governors of New York, New Jersey, Delaware, Maryland, and Virginia, MARCO has identified four regional priorities for shared action to improve ocean health and contribute to the high quality of life and economic vitality of our region: coordinate the protection of important marine habitats, including sensitive and unique offshore areas; collaborate on a regional approach to support the sustainable development of renewable energy in offshore areas; prepare Mid-Atlantic communities for the impacts of climate change on coastal and ocean resources; and promote improvements in ocean water quality.

Primary Purpose, Duties, and Responsibilities

The Communications Manager will be responsible for leading the communication strategy and activities for MARCO, as well as coordinating closely with the MARCO Portal Team and its partners to ensure close alignment and coordinated strategies between the teams' respective communication efforts. This will include the following:

Program planning and management functions

- Lead a communication planning process that will result in an actionable Communications Plan that is achievable and has measurable results.
- Work with MARCO Staff and Board Members, as appropriate, to incorporate MARCO's goals into the Communications Plan.
- Implement and manage the Communications Plan.
- Develop and implement methods to track the effectiveness and efficiency of communication efforts.
- Evolve the communication goals and strategies to respond to changing demands and circumstances of MARCO and the respective community.
- Manage relationships and contracts with all communications-related vendors.

Developing print materials (subject to Communications Plan approval)

- Proactively identify and develop print materials that will assist MARCO in communicating our message to key stakeholders and the general public, including meeting materials and informational packets for workshops and other outreach events.
- Identify advertising strategies and outlets for print media in order to advertise public meetings and events.

Developing new media (subject to Communications Plan approval)

- Develop social media tools to increase the organization's profile in the online universe.
- Assist staff in establishing key digital presentation materials (ie, video, PowerPoint) that will provide key messaging points.
- Create new video or animated tools to help communicate MARCO's priorities and mission.
- Explore options for web-based communication tools that will facilitate two-way dialogue between MARCO and stakeholders.

Working with the MARCO Portal Team

- Engage strategically with the Portal Team to ensure close coordination between MARCO and the Portal Team.
- Coordinate outreach activities via updates to the shared implementation plans and other coordination and tracking tools.
- Work with MARCO Staff to perform administrative and logistical functions to facilitate team coordination, including developing shared team agendas and updating the shared team calendar.

Administrative functions, and other duties as assigned

- Support grant reporting requirements with respect to communication functions.
- Manage the budget allocated for communication activities.
- Research and report on new opportunities and tools to enhance the communications capabilities of the organization.
- Work as a team player to assist MARCO Staff and Board members with administrative and logistical support, as needed, particularly as they related to communication functions.

Qualifications

Education

- Minimum Bachelor's degree in communication, journalism, public administration, or demonstrated experience with the required skills.

Knowledge, Skills, and Abilities

- At least four years of increasingly responsible experience in communications;
- Outstanding written and verbal communication skills;
- Ability to translate complex scientific information and concepts to a variety of audiences, including the general public;
- Demonstrated effectiveness in media, journalism, communication, public relations, social media, or other related field;
- Understanding of current and emerging issues in ocean science and policy, or a high interest and ability to gain competency in them;
- Knowledge of or experience in marine science, marine policy, biology, or a related field (*preferred*);
- Strong networking and relationship-building skills;
- Ability to work well in partnerships involving a wide range of diverse interests and structures, including governmental bodies, organizations, industry, and communities;
- Strong personal initiative, problem solving skills, creativity, and ability to work independently and as a member of a team;
- Ability to work under tight deadlines while maintaining an appreciation for other team members' roles and needs;
- Experience in grant writing, or demonstration of writing skills applicable to grant writing;
- Ability to manage several projects/tasks at the same time;
- Experience or high interest in a variety of media, including: developing and managing web content, interactive web tools, media campaigns, PSAs, messaging from local to large markets, Q&As for interviews, and event packets;
- Skill in public speaking and interpersonal communications;
- Proficiency in the use of graphic design programs (*a plus*); and
- Collaborative, flexible, and self-directed work style.

Application To apply, please send your resume, three references, two brief (1-5 pages) writing samples, and salary history and salary requirement via email to:

Michelle Lennox, MARCO Program Manager, MLennox@MidAtlanticOcean.org.

Applications are due by Friday, June 6.

Experience Four or more years of progressive experience in a communications-related position.

Compensation Salary range: \$60-80,000 per year, commensurate with experience. Please list relevant salary history and provide desired salary for the position. No medical or retirement benefits will be provided, however vacation and sick time are provided.

Working Conditions Must live in the Mid-Atlantic region. Office space may be available in a state office. Frequent travel required within in the region, travel expenses paid. Must provide own transportation. Reimbursement is available for supplies, equipment, and consumables.