



COMMUNICATIONS AND MARKETING COORDINATOR

Organizational Information:

The Galveston Bay Foundation (GBF) is a nonprofit organization that has worked for 37 years to preserve and enhance one of the world's most productive estuaries—Galveston Bay—as a healthy and productive place for generations to come. We have diverse programs in land preservation, habitat restoration, water quality and quantity, youth education, and advocacy. To learn more about GBF, please visit www.galvbay.org or find us on social media.

Position title: Communications and Marketing Coordinator

Reports to: Communications and Marketing Manager

Classification: Exempt; Full-time

Compensation: \$45-\$50,000 depending upon experience. Benefits package includes health insurance options, long-term disability insurance, retirement savings with company match, and paid time off accrual. This position offers a flexible hybrid work schedule.

Summary:

In collaboration with the Communications and Marketing Manager, this position plays an integral role in promoting awareness of the Galveston Bay Foundation through storytelling that creates an emotional connection and deepens audience engagement. This position will support the development and program staff in creating visually compelling communication materials for fund development, digital marketing campaigns, events, and programs. This Coordinator will also take the lead in conceptualizing and executing creative campaigns, incorporating consistent branding, digital content, video, and photography.

Key Responsibilities:

- Assist with shaping and elevating our communication across all platforms including our website, email marketing, print collateral, and social media accounts.
- Manage the development, distribution, and maintenance of all print and digital content including website content, video content, printed materials, e-newsletters, and more.
- Responsible for shooting photography and editing videos, designing signage, newsletters, t-shirts, flyers, infographics, and more. Will also work on printed promotional materials, videos, online content, or other forms of media
- Ensure consistency of Galveston Bay Foundation brand standards and act as the point person on logo use, photo requests, and partner media requests. Additionally, integrate a consistent theme and look across all social media, website, video, and printed materials.
- Oversee all social media platforms and content, including developing social media strategy, managing social media calendars, creating engaging graphical and video content, and staying current with emerging trends and technologies to create innovative offerings.
- Track key performance indicators (KPIs) for social media campaigns and other communications to analyze marketing strategy effectiveness and improve impressions.

Key Qualifications:

Bachelor's degree in marketing or communications field or 2+ years of professional experience in graphic design, content creation, marketing, communications, journalism, or public relations. Must have excellent time management skills with a proven ability to deliver high-level work within tight deadlines. Must have excellent written skills, graphic design skills, and social media expertise. Photography and videography skills are essential.

Proficient with Adobe Illustrator, Canva, Photoshop, InDesign, MailChimp and WordPress. Must be creative, flexible, and have strong attention to detail. Must be able to work well both independently and in a team-oriented environment. Remote work is allowed but a flexible schedule is a must.

The position will remain open until filled. Only qualified applicants will be considered. To apply, email cover letter and resume to jobs@galvbay.org. Please reference position title in subject line of email.

Galveston Bay Foundation is committed to celebrating diversity and promoting an inclusive workplace environment. We respect and value the differences of people and actively work to ensure fair and equal treatment of our employees and constituents regardless of differences in race, ethnicity, religion, sex, age, marital status, veteran status, sexual orientation, disability, political affiliation, or any other protected characteristic. It is key that our staff, board, volunteers, supporters, and programs are inclusive and reflective of the people of Texas and our Galveston Bay region. These efforts make Galveston Bay Foundation stronger and more resilient and truly able to serve Galveston Bay for generations to come.