



About Us:

The Galveston Bay Foundation (GBF) is a nonprofit organization located on the Upper Texas Coast that has worked for 39 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.

Position title: Marketing and Creative Coordinator

Reports to: Communications and Marketing Manager

Classification: Exempt; Full-time

Compensation: \$47-\$53,000, depending upon experience. The 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:

This position reports directly to the Communications & Marketing Manager and the two work together to support the Development team and program staff. The position plays an integral role as a storyteller of compelling narrative that inspires community engagement with Galveston Bay Foundation. This position will support the organization by creating and managing visual and written communication materials for fund development, digital marketing campaigns, events, and programs. This Coordinator will lead the creation of high-impact content while ensuring a consistent brand voice that reflects our mission. This role is ideal for an individual that is eager to make a difference by showcasing the impact we make while growing a personal portfolio through photography, videography, design and content creation.

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 Galveston Bay Foundation brand standards and visual guidelines are adhered to and act as the point person on logo use, photo requests, and partner media requests. Additionally, ensure a consistent theme and brand voice across all social media, website, video, and printed materials.
- Platform Management: Oversee and update social media profiles on Instagram, LinkedIn, and Facebook.

- Content Strategy and Scheduling: Oversee all social media content, including content creation, scheduling, engagement with followers (answering questions and replying to comments), creating engaging graphical and video content, and staying current with emerging trends and technologies to create innovative offerings.
- Performance Analytics: Track engagement metrics to optimize future content and improve engagement.

Key Qualifications:

Bachelor's degree in marketing/communications or two years of related professional experience. Must have excellent time management skills with a proven ability to deliver high-level work within tight deadlines. Must have excellent writing and editing skills, expertise with social media, and strong skills in graphic design, photography and videography. Proficient with Adobe Illustrator, Canva, Photoshop, InDesign, MailChimp, and WIX. 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.

The Galveston Bay Foundation is an equal opportunity employer and actively works to ensure fair and equal treatment of its employees and constituents regardless of differences based on an individual's race, color, religion, sex, age, marital status, veteran status, sexual orientation, disability, political affiliation, or any other protected characteristic.