

COMMUNICATIONS AND MARKETING MANAGER



The Galveston Bay Foundation (GBF) is a nonprofit organization located on the Upper Texas Coast that has worked for over 30 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, youth education, and advocacy. Our annual budget is approximately \$6 million but varies depending on the projects undertaken in any given year. Our office is located in Kemah, Texas. To learn more about the Galveston Bay Foundation, please visit www.galvbay.org or find us on social media.

Position Title:	Communications and Marketing Manager
Reports to:	Director of Development
Classification:	Full-time, exempt
Start Date:	November - December 2021
Compensation:	\$70,000 - \$77,000, depending upon experience. Benefits package includes health insurance options, long-term disability insurance, retirement savings with company match, and paid time off accrual.

Summary of Primary Duties and Responsibilities:

The Communications and Marketing Manager leads the communications and marketing efforts for the Galveston Bay Foundation (GBF), a growing nonprofit organization providing a voice for Galveston Bay. The position sets and guides the strategy for all communications, website, and public relations messages and collateral to consistently articulate GBF's mission, vision, and values to external audiences and stakeholders. The Communication and Marketing Manager is responsible for creating and implementing the strategic annual communications and marketing plan and editorial calendar and monthly social media content plan; managing all external communications across multiple media; creating a marketing/public relations strategy that allows GBF to cultivate and enhance meaningful relationships with targeted, high-level external audiences; driving in-depth storytelling initiatives for programs, development, and marketing campaigns; and maintaining brand and messaging consistency and advancement of brand awareness and visibility. The Communication and Marketing Manager is a member of GBF's development team and reports to the Director of Development, though the position works with all GBF departments and programs.

Key Qualifications:

The ideal candidate is a self-directed, entrepreneurial strategic communications expert with experience building a team and a proven track record of success with earned and digital media, high-level stakeholder engagement, and positioning direct service or philanthropic organization(s) for their next level impact and influence.

Required qualifications include:

- Bachelor's degree in marketing or communications field and 4+ years of professional experience in marketing, communications, or public relations
- Expertise in media relations, marketing, and strategic communications
- Exceptional writing skills
- Ability to work well both independently and collaboratively

Preferred qualifications include:

- Experience managing third-party agency relationships and performance
- Experience in science communication

- Experience in non-profit/philanthropic communications, government/political campaign communications, or corporate communications
- Established relationships with variety of media outlets including reporters and other key media leaders

To apply, email resume and cover letter to jobs@galvbay.org by Friday, October 29, 2021. If selected for an interview, please be prepared to share a portfolio of work samples. Finalists must provide at least three professional references and undergo a background check.

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.