



CREATIVE SERVICES COORDINATOR

Organizational Information:

The Galveston Bay Foundation (GBF) is a nonprofit organization that has worked for 35 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. 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: Creative Services Coordinator

Reports to: Communications and Marketing Manager

Classification: Exempt; full-time

Start Date: June 2022

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.

Summary:

Under the direction of the Communications and Marketing Manager, this position plays an integral role in promoting awareness of the Galveston Bay Foundation with an emphasis on storytelling and connects the organization to constituents through communications, marketing, and public and media relations.

The Creative Services Coordinator will support the development and program staff in creating visually compelling communication materials for fund development, digital marketing campaigns, events, and programs. The candidate will assist with sourcing, creation, and layout of visual content. Additionally, this position will focus on increasing brand awareness through the effective use of social media outlets. The ideal candidate will be a creative communications professional who enjoys working closely with a team and is passionate about the Galveston Bay Foundation mission.

Duties and Responsibilities:

- GBF's Creative Services Coordinator will work in collaboration with the Marketing and Communications Manager to effectively enhance the storytelling capabilities across all platforms including but not limited to Galveston Bay Foundation's website, email marketing, print collateral, and social media channels
- Manage the development, distribution, and maintenance of all print and digital content including the website, video content, print marketing materials, interactive map, e-newsletters, and more. Responsible for shooting and editing video, designing signage, newsletters, t-shirts, flyers, infographics, and more. May also work on printed promotional materials, videos, online content, or other forms of media.
- Support program efforts and fundraising campaign initiatives through the creation of graphics, video and written content
- Attend Galveston Bay Foundation events and projects as assigned to capture photos, video and interviews with participants
- Set and maintain Galveston Bay Foundation brand standards and act as the point person on logo use, photo requests, and partner media requests
- Assist with developing social media strategy, managing multiple platforms, and creating graphical and video content in collaboration with program and development staff to effectively engage and inform donors and supporters

- Interact with donors and supporters via Galveston Bay Foundation's social media accounts and respond to all inquiries promptly
- Research social media trends and stay up to date with latest social media best practices and technologies
- Produce graphical and video content to meet and exceed key performance indicators (KPIs) goals for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
- Build out influencer marketing strategy, working with local and regional influencers to increase awareness of Galveston Bay Foundation
- Manage and maintain the Galveston Bay Foundation merch store and design new products
- Track and measure engagement on all online platforms
- Assist in coordinating webpage maintenance, ensuring that new and consistent information (article links, stories, and events) is posted regularly

Key Qualifications:

Bachelor's degree in marketing or communications field or 2+ years of professional experience in graphic design, marketing, communications, journalism, or public relations. Must have excellent written skills, graphic design skills, and social media expertise. Photography and videography skills are essential. Proficient with Adobe Illustrator, Premiere, Photoshop, and InDesign. Must be creative, flexible, and able to handle multiple tasks at once and meet deadlines. Must 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](mailto:coverletterandresume@galvbay.org) 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.