



## Position Description

Position Title: ***Marketing and Development Coordinator***

Classification: Exempt, half-time

Reports to: Marketing and Development Director

**ORGANIZATIONAL SUMMARY:** The Port Townsend Marine Science Center (PTMSC) is an educational organization devoted to the **mission:** *Inspiring conservation of the Salish Sea*. PTMSC achieves the mission through three core competencies: 1) exceptional **visitor experiences** in our two exhibit buildings at Fort Worden State Park, 2) extensive **lifelong education** programs for all ages, and 3) a wide range of **citizen science** research projects. Through these endeavors we strive to create our **vision:** *A community where ocean literacy is a local legacy fostering generations of knowledgeable and passionate stewards of our coast and marine environment.*

**POSITION PURPOSE:** The purpose of the Marketing and Development Coordinator position is to implement the organization's Marketing and Development strategies, communications, and public relations activities in collaboration with the Administrative Coordinator and the Marketing and Development Director.

### ***Principle Responsibilities***

#### Marketing

- Promoting all events and programs through a combination of digital and traditional communications, such as online community calendars, PTMSC website, blog, flyers, press releases, email, social media, newsletter, and printed collateral.
- Create and monitor communications calendar.
- Produce and edit the monthly newsletter, the Octopress Online.
- Update and manage the PTMSC website, including posting events, creating forms, updating content, and integrating with other digital media platforms such as the blog, YouTube, and Facebook.
- Coordinate the generation of content (text and images) by AmeriCorps and program staff for marketing purposes such as for the newsletter, blog posts, social media posts, emails, and website.
- Post new content to social media and respond to questions, comments, messages (as time allows).
- Be internal point of contact for external partners and agents for advertising, promotions, events, and press.
- Coordinate outsourced resources such as graphic design, copywriting, and printing.
- Additional duties as assigned.

## Development

- Coordinate tactical execution of the digital portion of development campaigns, including integrating email appeals with the website, blog, social media, and newsletter.
- Assist with the planning and production of events.
- Coordinate engagement of potential donors by collecting and entering emails into database from sign-up sheets in the exhibits and at all programs. Send welcome letters.
- Coordinate the generation of content (text and images) by AmeriCorps and program staff for donor communications such as appeal letters, thank you letters, annual report, blog posts, news articles, emails, and invitations.
- Additional duties as assigned.

## **QUALIFICATIONS**

### Education and Experience

- Bachelor degree or equivalent experience in marketing and/or development
- Minimum two years experience in the implementation of marketing and/or development tactics both with traditional and digital media

### Required Skills and Abilities

- Experience managing digital campaigns involving multiple platforms for marketing and development purposes
- Ability to initiate and manage projects; work independently
- Excellent computer skills including website CMS, database management, spread sheets, Internet, word processing, image manipulation, and Google applications
- Excellent written and verbal communication skills

### Compensation

- Half-time; \$15,000/year
- Paid sick and vacation time, increases with length of employment

### How to Apply

- Only electronic submissions will be accepted
- Please email a cover letter and résumé electronically to: [mdcposition2017@ptmsc.org](mailto:mdcposition2017@ptmsc.org) ; subject: 'Marketing and Development Position'
- Please, no phone inquiries