Development and Communications Associate
Tides Center - Marine Education Project

Full-time position located in downtown San Francisco

April 30, 2015

The Marine Education Project (MEP), a project of the Tides Center, is working to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities. MEP is run in partnership with the California Coastal Commission’s Public Education Program and is housed in the Coastal Commission’s San Francisco office. Programs include volunteer beach cleanups and habitat restoration programs, and K-12 education programs and educator resources.

Position Overview

The Development and Communications Associate is part of the Marine Education Project team and reports to the Public Education Program Manager and Outreach Manager. The position provides support for programs and events that promote education and public stewardship of the California coast and ocean. The focus of the position is on communication, outreach, fundraising, and marketing. Tasks include:

- Coordinate or assist with outreach efforts as determined by the Public Education Program Manager, Outreach Manager, and Marketing Director, including those associated Coastal Cleanup Day and Adopt-A-Beach coordinators and volunteers.
- As part of social media team, create and manage a communications calendar.
- Prepare press releases, media advisories, and e-mail blasts. Manage media database.
- Coordinate preparation of quarterly newsletter. Manage Constant Contact database. Assist with updates to the PE website.
- Develop and implement other communications and marketing efforts, as needed.
- Assist with creating and updating all printed marketing and outreach materials.
- Assist the Marketing Director and Outreach Manager with development of private funds to support the Coastal Cleanup Day and Adopt-A-Beach programs.
  - Conduct marketing research, identify potential corporate partners for outreach
  - Develop and maintain fundraising database
  - Explore new or additional means of fundraising, including but not limited to: on-line auctions, events, membership programs, general donations, merchandise, etc.

Qualifications and Experience

- Bachelor’s Degree or equivalent experience in business, public administration, non-profit management, communications, public relations, marketing, or related field.
• Knowledge of non-profit fund development, marketing, and/or media relations. Work experience in these areas highly desirable.
• Current knowledge and experience working with social media.
• Working knowledge of software applications including Microsoft Office, Outlook, as well as Adobe Creative Suite. Experience working with databases.

Skills and Abilities

• Self-starter who takes the initiative to get the job done. Ability to be self-motivated and disciplined.
• Excellent verbal and written skills are mandatory.
• Detail oriented and organized with the ability to juggle a number of projects simultaneously.
• Ability to think broadly and develop creative, innovative approaches to communications, marketing, and fundraising initiatives.
• Enthusiasm for working as a team member, and ability to be flexible and open-minded.
• Customer service orientation – skilled at connecting with people and communicating persuasively.
• Adept at responding quickly to changing circumstances – thinking on one’s feet.

Other Job Requirements

Requires sitting at a computer and in meetings at least several hours per day, and occasionally being on one’s feet for several hours at a time. Must be able to lift at least 10 pounds. Must be able to work weekends on occasion, and to travel within the state occasionally. Must have valid California driver’s license with good driver history.

Other Details

Salary commensurate with experience. Excellent benefits. The successful candidate will be an employee of the Tides Center. The position will be located at the headquarters of the California Coastal Commission in downtown San Francisco.

For more information, contact: Eben Schwartz, California Coastal Commission, at (415) 904-5210 eben.schwartz@coastal.ca.gov

To apply, send a resume, cover letter, and relevant writing sample to:
Marine Education Project
c/o Eben Schwartz
California Coastal Commission
45 Fremont Street, Suite 2000, San Francisco, CA 94105

The Marine Education Project, a project of the Tides Center, is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the Lesbian, Gay, Bisexual, and Transgender communities.