

Director of Marketing and Communications The Wetlands Institute, Stone Harbor NJ

Reports to: Executive Director
Status: Permanent, Full-time, Salaried Position
Job Begins: On or After March 15, 2013

The Wetlands Institute seeks a dynamic marketing and communication professional who will provide a broad range of communications and marketing support to the Wetlands Institute. The Director will be responsible for developing a marketing and advertising plan as well as a social media plan to support the Wetlands Institute mission. Member communications that translate Institute education, research and conservation programs are a focus of the position. The Director of Marketing and Communication will be responsible for the production of educational communications for the general public, as well as Institute supporters and members. He or she will also create other marketing materials such as brochures, press releases, the quarterly newsletter and other ads. The position reports to the Executive Director and will work closely with the Development, Education, and Conservation teams.

The Director of Marketing and Communication will develop, plan, direct and report on a wide range of Marketing and Communication projects and activities for the Institute, in line with approved policies, programs and delegated authorities. These include the following:

1. Responsible for strategic direction and execution of all external communications.
2. Assist in identifying and developing marketing and advertising plans and manage marketing and advertising budgets.
3. Work to develop and maintain Institute's branding and visual identity guidelines.
4. Write collateral materials promoting Institute programs and services.
5. Work on Institute internet site developing and maintaining content, including development of social media communications and content.
6. Create and update collateral presentations, brochures, fact sheets, case studies, white papers, web content, newsletters, signage, ads, annual report, and development materials with input from education, research and conservation staff, development staff, leadership, and members.
7. Create a variety of marketing materials to be used across various media platforms, developing creative concepts for consideration.
8. Develop and execute online strategies that include search engine optimization, keyword search, search engine marketing and social media.
9. Manage the Institute website and online communications.
10. Constantly explore, recommend, use and optimize communication methods, vehicles and technologies to engage with various audiences to advance the mission of the Institute.
11. Work closely with Executive Director to develop new campaigns.
12. Responsible for art directing, storyboarding and message development for creative design work for various online and offline ads, signage and marketing materials. Participate in exhibit design and development.
13. Review and edit existing promotional materials for marketing effectiveness, educational content, and scientific integrity.
14. Support the Institute's Development Plan and the Director of Development in creating effective informational materials.

About the Wetlands Institute:

The position will be located at the Wetlands Institute, located on a 6,000 acre tidal marsh in Stone Harbor, New Jersey. The Wetlands Institute is a 501c3 non-profit organization with a mission to promote appreciation, understanding and stewardship of wetlands and coastal ecosystems through our programs in research, education and conservation. Our goals are a) to teach people of all ages the value of wetlands and coastal ecosystems for the survival of life on earth, b) conduct research and conservation focused on wetlands and coastal ecosystems and their inhabitants; and c) encourage stewardship of these ecosystems worldwide. The Wetlands Institute has more than 18,000 annual visitors, 2,600 members, and hosts more than 8,000 school children annually.

Founded in 1969 by Herbert Mills (Executive Director, World Wildlife Fund US, 1965-1969), The Wetlands Institute is a not-for-profit organization dedicated to furthering knowledge and appreciation of coastal environments. We believe that people will value wetlands and coastal ecosystems if they understand how they work and why the health of those systems is so tightly intertwined with our own wellbeing. That belief is the moving force behind all our services. Through our programs in conservation, research, education, and outreach we employ an interdisciplinary approach to inspire people of all ages to care about the environment and to become environmentally literate and involved citizens.

The Wetlands Institute works with area high schools, service organizations, and the public on volunteer conservation initiatives designed to protect and preserve coastal and wetland ecosystems and their inhabitants, which includes providing authentic, experiential engagement opportunities for participants. The Wetlands Institute is also a field laboratory and research site for visiting students ranging from undergraduate through post-doctoral levels.

Candidate Requirements:

1. Requires excellent written and verbal communication skills.
2. Ability to effectively work under tight deadlines and manage projects independently.
3. Resourcefulness in solving problems.
4. Excellent people skills and an upbeat and enthusiastic attitude.
5. Strong organizational skills and keen attention to detail.
6. Strong computer skills including experience utilizing programs like Photoshop, Illustrator, InDesign and other desktop publishing software; website design and editing software utilizing programs such as WordPress.
7. Superior professionalism and judgment.
8. Strong work ethic.
9. Demonstrated experience in marketing and communication content and program development.
10. Social media and web content creation and generation experience.
11. An understanding of human nature and what information will appeal to various groups of people.
12. A bachelor's degree in marketing and/or communications or an environmental field with marketing and communication experience is required.

Application deadline: March 1, 2013

To apply, email a cover letter and resume to Bonnie Girard, Human Resources Specialist, The Wetlands Institute, 1075 Stone Harbor Blvd. Stone Harbor, NJ, 08247 (bgirard@wetlandsinstitute.org).

The Wetlands Institute Is An Equal Opportunity Employer

We do not discriminate on the basis of race, color, religion, national origin, sex, age, disability, genetic information or any other status protected by law or regulation. It is our intention that all qualified applicants be given equal opportunity and that selection decisions are based on job-related factors.