



Protecting our bays and estuaries

615 N Upper Broadway, Suite 1200 • Corpus Christi, Texas 78401 • 361-336-0304 • 361-400-5326 (fax)

Communications Manager

May 26, 2022

Position Open Until Filled

DOL Status: Full-Time

FLSA Status: Exempt

Reports To: Executive Director

Location: Corpus Christi, Texas (with remote work possible)

Compensation: Coastal Bend Bays & Estuaries Program offers a competitive salary, dependent on experience and education, and offers a benefits package that includes paid vacation and holidays, health, life and dental insurance, and a retirement program. Specific details provided during the hiring process.

JOB DESCRIPTION:

The Coastal Bend Bays & Estuaries Program (CBBEP) seeks a Communications Manager to further the organization's mission of protecting and restoring the bays and estuaries of the Texas Coastal Bend. The Communications Manager is responsible for planning, preparing, coordinating, and disseminating information, through various formats and mediums, to the program's partners and the public and for managing related projects. The Communications Manager works directly with the program's Executive Director and other staff to design and implement communications strategies and effective messaging for organizational and project-specific goals that ultimately support the organization's mission. This position works under limited supervision and has extensive latitude for the use of initiative and independent judgment.

DUTIES & RESPONSIBILITIES:

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing/communications.
- Work closely with program staff to design and implement communications strategies and effective messaging for organizational and project-specific goals.
- Work with the Executive Director and Director of Business Affairs to develop annual budgets for marketing & communications, and monitor progress, assure adherence and evaluate performance.
- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, and reports.
- Lead the strategy and generation of engaging digital content for CBBEP's website, social media and email channels that leads to measurable action.
- Identify trends and monitor current events to anticipate opportunities for CBBEP to engage in and/or lead conversations regarding conservation and protection of coastal resources.
- Develop close partnerships with members of the media.

- Guide the strategy on press outreach, including distribution of press releases, creation of press kits and materials, interview preparation, and responses to media requests.
- Assist fundraising staff with grants, fundraising appeals, and events.
- Respond to general information inquiries about the program's activities or redirect that inquiry as appropriate.
- Work with partners and other staff to plan and coordinate public information programs, meetings, and workshops.
- Prepare and make presentations to community and professional groups to coordinate, improve, and stimulate interest in the program.
- Manage some organizational partnerships, projects, and contracts that support marketing and communications goals:
 - Develop project contracts, including a detailed scope of work, specific tasks, project deliverables and project budget.
 - Oversee contractor performance by conducting on-site visits, examining invoices and supporting documentation, and determining compliance with terms of the contract.
 - Prepare performance reports in accordance with grant and funding requirements.
 - Maintain CBBEP project database on a regular basis.
- Consult with and advise program leaders/staff about public information opportunities.
- Perform related work as assigned.

EXPERIENCE & EDUCATION:

REQUIRED:

- Graduation from an accredited four-year college or university with degree in a field of science including biology, geology, environmental science, engineering, or another related field OR major coursework in communications, public relations, marketing, journalism, or a related field.
- Demonstrated skills, knowledge and experience in the successful development and execution of marketing campaigns, communications, and public relations activities.
- Experience overseeing the design and production of online and print collateral and publications.
- Experience developing and implementing successful social marketing strategies.
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences.
- Experience and education may be substituted for one another.
- Strong creative, strategic, analytical, organizational, and personal skills, with the experience of managing multiple projects at a time.
- Strong written and oral communication skills, including public speaking skills.
- Excellent organizational skills.
- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team.
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality.
- Computer literacy in Microsoft Office required.

PREFERRED:

- Environmental experience and general knowledge of regional natural resource conservation issues.
- Adobe Design Suite experience preferred.

ABOUT CBBEP:

CBBEP is a local non-profit 501(c)(3) organization dedicated to protecting and restoring the bays and estuaries of the Texas Coastal Bend. Since 1999, CBBEP has been working to create a Texas Coastal Bend with cleaner water and sediment, healthier habitats, greater public access, and a more aware and engaged public. With the help of federal, state, and local partners, the CBBEP has restored thousands of acres of marsh habitat, funded dozens of projects designed to improve water quality, and installed infrastructure to enhance public access opportunities. In addition to implementing projects that address priority issues like water quality, habitat restoration, and nature tourism, CBBEP has created organizational programs to conserve coastal birds and their habitats, conduct environmental education programs, and acquire coastal habitats for the purposes of conservation. To learn more visit www.cbbep.org.

CBBEP supports a healthy work-life balance and recognizes that there are tangible benefits from supporting flexible working practices and assisting employees to achieve a balance in their work commitments and their life outside of work. Employees work a standard workweek but are occasionally required to work overtime, including some evenings and weekends.

CBBEP is an equal opportunity, drug-free employer, committed to diversity in the workplace.
EOE/Minorities/Females/Vet/Disability

TO APPLY:

Position is open to all qualified applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, marital status, or status as a covered veteran.

To be considered for this position, please send cover letter, resume, and any relevant work samples to info@cbbep.org with "Communications Manager" in the subject line. We will not accept faxed, mailed or hand delivered applications. Position is open until filled.