



13330 Settegast Road | Galveston, Texas 77554
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Inspiration and education through unique coastal experiences

Outreach and Marketing Coordinator (OMC)

Title: Outreach and Marketing Coordinator

FLSA Status: Salaried Exempt

Reports to: Executive Director

Job Purpose: Reporting to the Executive Director, and serving as a member of the Leadership team, the OMC has primary responsibility to design, plan, and implement outreach and marketing strategies to grow community engagement and awareness of all of Artist Boat's programs and services. The position requires a high-performing communications leader capable of managing multiple priorities in an organization that makes mission-driven decisions and values collaboration across all levels.

The purpose of this job is to provide outreach and marketing leadership with Executive Director to assure marketing and outreach functions are maintained and leveraged to grow Artist Boat's donor, volunteer, participant, and employee base. The OMC employee is expected to grow programs broadly through the implementation of marketing, outreach), and development communication mechanisms. These include communication through the tools of websites, press releases, public service announcements, marketing and advertising purchased media, preparation for partner blogs, submission of editorial columns, production of newsletters, email communications, committee meetings, and use of public relations tools. Assistance with production of printed materials include Float the Boat, annual appeals, Be One In a Million Campaign, and annual fundraisers. The OMC is directly responsible for producing the signature outreach events World Ocean Day, Bucket Brigade, Beautify the Bucket, and Marine Debris Art Contest. Additionally, the OMC assists with maintaining our donor database and mailing list, partner cultivation, partner websites, and other special projects.

Personality: Candidate must be intrinsically motivated, results-oriented and possess a positive outlook; maintain a clear focus on high quality and program economics; should be a natural forward planner who critically assesses own performance as well as organizational performance; should be mature, credible, and comfortable in dealing with people at all levels; reliable, tolerant, able to get on with others and be a team player; driven to develop professionally and seek out opportunities for professional development; committed to clear communication with the Executive Director and committed to taking care of any tasks that leverage the Executive Director's ability to garner resources, donors, and partnerships for Artist Boat; consummate professional holding the confidentiality of the Executive Director at all times.

Essential Function: Serve as an ambassador for the organization by articulating Artist Boat's identity and mission whenever such communication is required. Specific responsibilities are to manage the marketing calendar; assure daily management and posting to social media sites (FaceBook, Instagram, YouTube and Twitter); produce weekly and special newsletters from Emma; and distribute monthly press releases and blog content; manage and implement a procurement for social media for promotion of events, activities, and the Be One In A Million Campaign; and processing expenditure requests and maintain updated budget information. Play a key role in many detail-oriented aspects of the marketing strategy and Hotel Occupancy Tax grant from the City of Galveston. Track and determine impact for dollar with increased participation, engagement, and donor relationships. Assist in tasks needed to ensure Executive Director's efficiency and communications. Anticipate and prioritize assignments and work closely with the Executive Director on varied opportunities and marketing and outreach goals.

Complexity and Problem Solving:

- Ability to provide project support and assist the Executive Director on multiple assignments at one time.
- Ability to work and thrive in a high-visibility and fast paced, sometimes stressful environment.
- Ability to maintain complex calendar and project management lists.
- Ability to manage marketing and special event budgets.

Discretion / Latitude / Decision Making:

- Ability to recommend wise decisions based on analysis, wisdom, experience, and sound judgment.
- Ability to learn and acquire knowledge and skills related to administrative and office management, file organization (hard and electronic), and executive functions.
- Ability to act independently.
- Ability to maintain confidentiality.

Communication/ Interpersonal Skills:

- Ability to build and maintain constructive and effective relationships with staff, board members, partners, and various outside individuals/organizations while accurately representing the philosophy of the Executive Director.
- Ability to work effectively in high-tension situations and maintain composure under pressure.
- Strong foundation in writing with excellent skills in editing documents for public distribution.

Working Conditions/Physical Effort:

- Ability to work long hours and weekends when needed to host World Ocean Day, Special Events and Exhibitions.
- Work weekends or evening to host outreach booths and maintain outreach booth/festival calendar.
- Ability to manage time and keep a marketing calendar, ability to work with team members to obtain content, ability to think in advance to assure marketing is not last minute but, proactive.
- Be able to utilize personal cell phone to communicate.
- Coordinate major outreach events (World Ocean Day, Bucket Brigade, Beautify the Bucket, and Marine Debris Art Contest)

Key Responsibilities May Include:

- Oversee and prepare all printed materials for approval.
- Design and maintain databases (email, mailing lists, donor database, and participant database).
- File, retrieve, and maintain and organize documents and reference materials.
- Conduct research, collect and analyze data to prepare reports and documents.
- Foster and maintain a professional atmosphere among employees in the office.
- Oversee, manage, and deliver content via social media, newsletters, and Artist Boat's website.
- Prepare and edit correspondence, communications, presentations, and other documents for the Executive Director as requested.

Qualifications: The ideal candidate will possess the following qualifications:

- Bachelor's degree and 3+ years of experience or equivalent work experience in outreach, marketing, and events.
- Several years of professional experience in a nonprofit or small firm setting.
- Ability to use existing technology to achieve desired results. Fluid knowledge with administrative and marketing software, working with print shops and mail houses, web sites, and social media as priorities in achieving desired strategic goals.
- Ability to manage/maintain databases, and monitor/update webpage.
- Highly detail-oriented administrative skills, including thorough record keeping for legal and financial administration and for reporting to government and private funders.
- Passionate commitment to environmental and arts mission-driven organizations.
- Exceptional project management skills, with the ability to set priorities, plan tasks, and manage multiple projects simultaneously with strong attention to deadlines.
- Advanced skills in Microsoft Office Suite and database management, and online research skills. High comfort level with **Mac** operating systems. Able to type at a professional and efficient pace.
- Exceptional Writing Skills.

Qualifications:

- At least 3+ years of nonprofit professional experience, including prior experience in a executive or leadership or management role.
- Demonstrated success in outreach, marketing, and event planning.
- Strong computer and software skills, including experience with websites, newsletter software, participant registration systems, and social media outlets. Experience with procuring advertisement in digital, print, radio/tv, and other media.
- Bachelor's degree or equivalent combination of education and experience.

This is a full-time salaried exempt position with flexibility. Nights and weekends required to attend outreach events, host signature events, participate in committees, assist with fundraising events, and represent Artist Boat at partner events.

Salary is commensurate with experience and is between \$40,000 and \$55,000 annually. Excellent benefits, including medical insurance (Artist Boat pays \$275 toward policy of premiums for staff), PTO accrual, holidays, and birthday, and an IRA retirement plan with a 3% match from company.

Please submit application package via SNAIL MAIL to Karla Klay at 13330 Settegast Road, Galveston, TX 77554. The package should include cover letter, resume, college transcripts if degreed, and three contacts or letters for professional references/recommendations. The deadline is March 6, 2023 anticipated start date is mid March 2023. Will interview qualified candidates as soon as full package is received. No phone calls or emails, please as the Executive Director is exceptionally busy and cannot respond to these inquiries. Applications will be reviewed in full and interviewed based on meeting the qualifications described above and submission of complete applications.

Artist Boat is an Equal Opportunity Employer