



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

Title: Marketing & Outreach Coordinator
FLSA Status: Salaried, Exempt
Reports To: Executive Director
Salary Range: \$55,000 to \$65,000

Job Purpose: The Marketing & Outreach Coordinator manages and implements Artist Boat's marketing and outreach systems to increase public awareness, participation, and support for the organization's education and conservation initiatives. This position plans, coordinates, implements, and delivers marketing campaigns across digital, print, and media platforms while ensuring consistency with Artist Boat's branding standards.

The Marketing & Outreach Coordinator manages the organization's annual marketing calendar, coordinates marketing contractors and graphic designers, and administers marketing budgets and grant-funded marketing activities totaling approximately \$200,000–\$350,000 annually. The position develops and produces digital marketing content including social media, newsletters, website updates, and program promotion platforms while coordinating staff contributions to communications.

The Marketing & Outreach Coordinator also plans, promotes, and helps deliver Artist Boat's major public outreach initiatives including the World Ocean Day Festival, Beautify the Bucket Competition, and the Marine Debris Art Contest, which together engage large public audiences and highlight Artist Boat's education and conservation initiatives.

Through these efforts, the position ensures Artist Boat's programs, events, and initiatives are communicated effectively to the public, increasing participation, strengthening community engagement, and supporting long-term stewardship of coastal ecosystems.

Personality: Candidate must be intrinsically motivated, organized, and results-oriented with a professional and positive outlook. The Marketing & Outreach Coordinator must demonstrate strong communication skills and the ability to collaborate effectively with staff, contractors, volunteers, sponsors, artists, scientists, and community partners.

The ideal candidate will:

- Demonstrate strong project management and organizational skills
- Manage multiple campaigns and deadlines simultaneously
- Maintain proactive marketing timelines and task management systems
- Work effectively with external contractors and vendors
- Maintain attention to detail in reviewing and creating materials for brand consistency
- Be committed to the mission of Artist Boat and its work in education, conservation, and eco-art

engagement

Essential Functions:

Provide ongoing marketing coordination, implementation, and delivery required for the successful communication of Artist Boat's programs, events, and education and conservation initiatives. Because Artist Boat maintains a lean staff structure, this position both manages and produces marketing content and outreach deliverables.

Marketing Planning and Campaign Coordination

- Manage and implement the annual marketing calendar in coordination with program staff, development



- staff, and organizational leadership
- Coordinate and deliver marketing campaigns across digital, print, and media platforms
- Maintain marketing timelines and task lists to ensure campaigns are implemented proactively
- Promote education programs, public events, restoration initiatives, and fundraising campaigns
- Ensure marketing efforts support participation growth and community engagement

Digital Communications and Content Production

- Create and publish social media content across platforms including Facebook, Instagram, and other digital channels
- Produce and coordinate newsletter content highlighting programs, events, and education and conservation initiatives
- Maintain and update the Artist Boat website
- Maintain program listings and ticketing platforms including FareHarbor
- Produce and assist staff in creating digital storytelling content including short-form video for platforms such as TikTok and Facebook Live
- Track engagement metrics and evaluate campaign performance

Advertising and Outreach Promotion

- Plan, coordinate, and implement advertising campaigns across social media, print media, and digital platforms
- Manage advertising purchases and placement in coordination with marketing objectives
- Promote programs including camps, Eco-Art Kayak Adventures, and outreach initiatives
- Monitor advertising performance and adjust campaigns based on engagement and participation outcomes

Printed Materials and Marketing Production

- Coordinate the annual production and update of approximately 8–10 brochures and rack cards used for outreach and program promotion
- Work with contracted graphic designers to produce brochures, posters, and other printed materials
- Provide messaging, direction, and content to designers
- Review and approve materials prior to printing or distribution

Branding Oversight:

Serve as steward of Artist Boat's branding standards.

- Ensure marketing materials produced by staff, contractors, or volunteers adhere to Artist Boat's branding plan
- Review flyers, educational materials, and outreach content for brand consistency
- Maintain brand standards across printed materials, digital platforms, outreach booths, signage, and promotional products

Event Marketing and Outreach Event Coordination:

Coordinate and promote Artist Boat's major public outreach initiatives.

- Plan and coordinate marketing and outreach logistics for World Ocean Day Festival, which attracts approximately 1,200 attendees
- Coordinate exhibitors, stage programming, workshop booths, and outreach communications
- Coordinate the Beautify the Bucket Competition and Marine Debris Art Contest, including artist participation, judging logistics, and exhibition setup
- Manage marketing promotion for these events across digital and print platforms

This position includes physical coordination of event logistics, exhibition setup, and outreach materials when required. Outreach Programs and Community Engagement: Support Artist Boat's presence in community outreach events.

- Coordinate participation in outreach events and community festivals
- Train staff and volunteers who represent Artist Boat at outreach booths to ensure accurate messaging and professional presentation
- Coordinate outreach booth materials including brochures, educational handouts, and demonstration activities
- Oversee production and distribution of outreach items such as educational drawing activities and promotional materials
- Attend key outreach partner events and establish standards for evaluating staff performance at outreach events

Marketing Budget and Grant Administration:

Manage marketing funding and grant reporting associated with outreach and advertising activities.

- Manage marketing budgets totaling approximately \$200,000–\$350,000 annually through grant funding and development allocations



- Coordinate marketing expenditures for advertising, printed materials, and promotional products
- Maintain accurate documentation of marketing expenditures and budget tracking
- Prepare required reports associated with the City of Galveston Hotel Occupancy Tax (HOT) marketing grant
- Track marketing outcomes related to grant-funded activities

Promotional Products and Merchandise:

Coordinate the development and production of Artist Boat promotional items and merchandise.

- Coordinate production of Artist Boat branded promotional items and merchandise sold or distributed at events
- Work with vendors to produce items consistent with Artist Boat branding standards
- Manage inventory and distribution of promotional materials used for outreach and fundraising

Complexity and Problem Solving

- Ability to coordinate multiple marketing campaigns simultaneously
- Ability to manage marketing budgets and grant-funded marketing activities
- Ability to maintain organization and clarity across many marketing initiatives
- Ability to evaluate marketing effectiveness using participation and engagement data

Discretion and Decision Making

- Ability to recommend marketing strategies based on campaign performance and organizational priorities
- Ability to work independently while coordinating closely with the Executive Director and program leadership
- Ability to maintain professional judgment regarding brand representation and communications

Communication and Interpersonal Skills

- Ability to build effective working relationships with staff, contractors, partners, and community members
- Ability to communicate Artist Boat's mission clearly and effectively through marketing materials and public communications
- Ability to maintain professionalism when coordinating multiple contributors to marketing materials

Qualifications

The ideal candidate will possess the following qualifications:

- 3–6 years of professional experience in marketing, communications, or outreach
- Experience coordinating marketing campaigns and managing advertising budgets
- Experience working with graphic designers and marketing contractors
- Strong writing and editing skills for promotional and media communications
- Experience managing social media and digital marketing platforms
- Strong project management and organizational skills
- Experience managing marketing budgets and grant reporting preferred
- Passionate commitment to mission-driven organizations related to education, conservation, arts, or environmental engagement

Success Indicators

Success in this position is demonstrated by:

- Effective coordination and execution of the marketing calendar
- Increased public awareness and participation in Artist Boat programs and education and conservation initiatives
- Marketing campaigns implemented on schedule and within budget
- Consistent adherence to Artist Boat's branding standards
- Successful reporting and compliance with marketing grant requirements
- Effective collaboration with program staff, development staff, contractors, and volunteers

Please submit application package via email to executive.assistant@artistboat.org or via snail mail at 13330 Settegast Road, Galveston, TX 77554. The package should include cover letter, resume, and three letters of professional references/recommendations. Applications will be reviewed in full and interviewed based on meeting the qualifications described above and submission of complete applications. Salary: (55K -65K) -Commiserate with Experience; Performance Based Raises; Benefits (Health Care Benefits, Holiday Pay and Paid Time Off Accrual, IRA with 3% match, Vision and Dental, Life and Short/Long Term Disability) Artist Boat is an Equal Opportunity Employer.