

## **POSITION ANNOUNCEMENT**

Communications Manager

### **About the Position**

The Northeastern Regional Association of Coastal Ocean Observing Systems (NERACOOS) is hiring a Communications Manager to lead all of our communications activities. The Communications Manager will work well in teams and bring ideas and initiative to the position. They will develop and implement our communications strategy across several platforms. Our communications goals include the following: raising awareness; demonstrating positive associations between people and our work; provoking action.

### **Responsibilities**

- Lead all internal and public-facing communications efforts.
- Write and publish an annual report and quarterly/monthly newsletters detailing organizational accomplishments, partner successes, items of interest, events, etc.
  - Conduct outreach to partners to stay abreast of their work.
  - Execute strategies to grow our audience.
  - Monitor performance.
- Manage all social media activities on Facebook, Instagram, X (formerly Twitter), and LinkedIn.
  - Create and execute strategy, write content for Facebook and other platforms as needed.
  - Create graphics to accompany social posts; manipulate images to conform to media size requirements.
  - Supervise other staff's contributions to social media.
  - Respond to comments and user feedback.
- Manage and update the front of the NERACOOS website.
  - Create and curate website content; update projects and partners as needed. Add and populate new pages.
  - Create graphics to enhance the website.

- Ensure the website content is up to date.
- Monitor Google Analytics and Search Console to ensure the site is performing adequately.
  - Regularly pull performance figures through Data Studio to track changes; provide the information to partners as needed.
- Work with partners to integrate data products.
- Work with partners to respond to their needs for information.
- Design, write, and create reports, fact sheets, displays, and infographics for NERACOOS and partners that speak to a wide variety of audiences.
  - Generate and/or edit written content.
  - Create visual content using vector and raster-based programs.
  - Ensure the layout is appropriate for both digital and print media.
- Serve as the primary contact with media to increase NERACOOS's presence in digital and print media.
  - Write press releases and op-eds, pitch articles to news outlets.
  - Work with partners to co-create and jointly publish press releases.
  - Ghostwrite for various people on a variety of topics.
  - When necessary, serve as spokesperson for NERACOOS.
- Serve as the key liaison with congressional offices throughout the Northeast to build and strengthen those relationships.
- Support and coordinate with other programs to increase awareness of NERACOOS activities, including participating in the annual meeting and other key events.
- As a member of the NERACOOS team, work on special projects.
- Represent the organization at events, which will include some travel.
- Other duties and responsibilities as needed.

### **Qualifications**

- Strong written and oral communication skills.
  - Strong project planning, critical thinking and problem-solving; self-motivated and self-directed.
  - Skilled in website visual design. Experience with design software and WordPress preferred.
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- Proficient in using social media, including Facebook, X (Twitter), LinkedIn, and Instagram.
- 5 - 8 years of experience in communications or a related field.
- Experience working in the STEM sector preferred.
- Strong networking and relationship management skills.
- Strong comfort using technology, including cloud-based apps and software.
- Have experience with HTML/CSS and a basic understanding of cPanel/hosting tools.

### **Thinking about applying?**

If you're reading this and you have some of the qualifications listed, we encourage you to apply! Let us know how your experience and passion make you the right person for this job.

### **About NERACOOS**

NERACOOS is an independent non-profit 501 (c)(3) organization that is one of eleven regional associations comprising the U.S. Integrated Ocean Observing System, working from Long Island Sound to the Gulf of Maine. We believe that everybody should have the information they need to advance resilient communities, economies & marine ecosystems. To that end, we serve people by creating, organizing, and sharing information about the ocean. We work in ways that are science-based, policy-neutral, and collaborative as we strive to meet the needs of ocean-reliant communities.

### **Position Type**

This is a full-time (40 hours/week), FLSA Exempt position. Funding is committed for three years with potential to extend based on performance, demonstrated need, and additional fundraising success.

### **Salary Range**

\$70,000 - \$80,000 annual salary, dependent on experience, plus benefits including paid time off and health insurance.

### **Work Location and Hours**

The NERACOOS office is in Portsmouth, NH, along with coordinated and supported teleworking. A remote location in New England will be considered for the right candidate. Standard business hours are Monday through Friday 9:00 am to 5:00 pm,

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although the position will require travel throughout New England up to 20% of the time and periodic work on weekends and in the evening as conferences, workshops, and other engagement opportunities dictate.

**How to Apply**

Submit CV, 1-page cover letter, and contact information for three professional references as a PDF to Rob Cardeiro (rob@neracoos.org). The search committee will review applications on a rolling basis and will continue until the position is filled.

*NERACOOS is an equal opportunity employer. We encourage applications from people of all backgrounds. For more information visit [www.neracoos.org](http://www.neracoos.org)*

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