



## **Marketing and Social Media Manager**

The Marketing and Social Media Manager is responsible to maintain and build a comprehensive communication program for all aspects of maintaining, protecting and proactive placement of the PMMC brand, across all platforms and creating a positive public image for the Center. In collaboration with PMMC leadership, acts as the Public Information Officer.

### **Key responsibilities**

- Brand refresh and maintenance of the PMMC website and print materials.
- Sustaining and increasing opportunities to share our brand and mission across all media platforms, promotional material.
- Maintain and execute a robust and creative social media calendar.
- Responsible for all media requests, including but not limited to filming and photography inquiries.
- Main point of contact with NOAA and Dr. Alissa Deming, VP Conservation Medicine, PMMC, for media and content.
- Track and process all orders through catalogs and online gift platforms.
- Work in collaboration with development team for planning, implementing and executing development events including but not limited to:
  - Annual Fish Drive
  - Annual Membership Drive
  - Annual Gala
  - Symbolic Animal Adoption and Rescue Educational Kits
  - Social Media Online Giving Days
  - Spring, Fall and End of Year Campaign Appeals

### **Job Functions:**

- Create and maintain relationships with the media to ensure that news is being shared with their respective audiences.
- Proactively pitch stories to the media including writing and distributing press releases and other messaging about PMMC.
- Maintain a robust PR calendar and keep departments advised of press activities and meetings.
- Maintain the press-tracking sheet, keeping departments up to date on press that PMMC has received.
- Promote development and other events through media, social media and constant contact.
- In collaboration with PMMC leadership, serve as the Public Information Officer.
- Create, share and execute a Public Relations Continuity Plan.
- Provides guidance, resources, support, for other events planned by other departments including but limited to, animal care, education, volunteer events, donor cultivation events, and the Ocean Club.



- Responsible to maintain Arreva database, ensuring data for all events is entered in a timely and accurate manner.
- Create acknowledgement letters to event vendors in a timely manner.

### **Development Projects**

- Responsible for developing, planning, implementation, and oversight of development events including by not limited to
  - Annual Fish Drive
  - Community events and beach clean ups
- Provide guidance, resources, support, and assistance for other events planned by other departments/areas including but not limited to:
  - Social Media Campaigns
  - Volunteer events

### **Qualifications and Expectations**

- Demonstrated analytical and strategic thinking capabilities.
- Creative, professional, and entrepreneurial spirit.
- Proven ability to work as a member of a team and collaborate with colleagues.
- Demonstrated ability and self-motivated to organize a diverse workload, prioritize projects, and to establish strategies and action plans to achieve targeted objectives.
- Effective verbal and written communication skills, and to communicate diplomatically with a wide variety of constituents.
- Ability to analyze complex programmatic problems and situations and quickly determine viable alternatives.
- Demonstrated knowledge of Word, Excel, Power Point, all social media platforms and website design.
- Ability to work both independently and collaboratively, with a talent for building strong and productive relationships across diverse constituencies both inside and outside the organization.
- Ability to communicate Pacific Marine Mammal Center's priorities to an external audience.
- Ability to maintain highly sensitive and confidential donor information.
- Ability to maintain a high level of poise and professionalism in all circumstances.

To apply for this position, please send resume to: [development@pacificmmc.org](mailto:development@pacificmmc.org)