Media & Marketing Associate (full-time)

ANGARI Foundation, a nonprofit private operating foundation headquartered in West Palm Beach, Florida, is seeking a Media & Marketing Associate to develop and lead marketing, media and public relations and social media platforms as well as creating and implementing communications and promotional strategies for the Foundation. The Media & Marketing Associate will have a lead role in marketing of research expeditions, including developing pre-expedition media plans to be executed during and after each expedition. The associate will be an integral part of the ANGARI team and will be expected to participate in and attend events on behalf of the Foundation in order to support and communicate the Foundation's goals and key messages.

ANGARI Foundation is dedicated to creating a global community that is interested, knowledgeable and invested in marine and environmental sciences by directly supporting research initiatives that foster a greater trust and dialogue between scientists and the public. ANGARI Foundation also uses innovative technology, film and other media to raise awareness and strengthen science education. Many of the Foundation's primary initiatives involve R/V ANGARI, a 65-foot vessel that serves as an exceptional research and educational platform.

Primary Responsibilities:
1. General Media and Marketing
   - Plan and produce content for the Foundation's social media calendar; analyze metrics and strategize in order to increase engagement (Facebook, Twitter, Instagram, YouTube and LinkedIn)
   - Design creative and cost-effective promotional materials as needed
   - Develop, implement and evaluate approved marketing strategies
   - Write and/or contribute to press releases
   - Create regular email blasts using MailChimp and/or similar programs
   - Maintain and keep website up to date, including creating new webpages and postings
   - Create graphics for events and other program needs
   - Assist in contact database management
2. Expedition-specific Media and Marketing
   - Create expedition-specific marketing plans
   - Implement developed marketing plans
   - Photograph and film, as required
3. Public Relations
   - Establish and foster relationships with media partners and news outlets
   - Identify and participate in events that benefit the Foundation
Required Knowledge, Skills and Abilities:

• Bachelor’s degree in relevant communications, marketing or similar area
• Excellent written and oral communication skills
• Strong organizational skills
• Meticulous attention to detail
• Self-motivated; willing and able to take leadership responsibilities
• Ability and strong desire to consistently meet deadlines
• Experience working with computers
• Experience posting (including photos, videos, tagging, engagement and insights) to social media platforms, specifically Facebook, Instagram, Twitter, YouTube and LinkedIn.
• Knowledge of website editing, specifically Wordpress
• Proficiency in Microsoft Office (Word, Excel, Powerpoint) and Adobe Creative Suite (Photoshop, Illustrator, Lightroom)
• Ability to work effectively in both team and individual settings
• Passion for ANGARI Foundation's mission and the ocean environment

Preferred Knowledge, Skills and Abilities:

• Experience in science communications, scientific writing and/or journalism, including proper vetting of sources
• Experience in website editing and coding, HTML, CSS, JavaScript, SEO
• Experience in digital advertising, including Google Ads
• Experience in photography and film, including editing skills
• Graphic design experience
• Knowledge of marine and/or environmental science and scientific research methods

Supervisor: President, ANGARI Foundation

Hours: Average 40 hrs/week plus occasional evenings and weekends

Compensation: Commensurate with experience.

Location: This position requires working out of ANGARI Foundation's headquarters in West Palm Beach, FL. Under the current COVID-19 status, all employees are working remotely and will continue working remotely until Palm Beach County enters Phase 2 Recovery.

How To Apply: To apply, please submit a cover letter, resume, portfolio of work or web links to work, and (3) references to Angela Rosenberg at angela@angari.org. Incomplete applications will not be reviewed. Applications will be accepted until the position is filled.