Communications Coordinator Job Description

Job Position: Communications Coordinator
Deadline to Apply: May 21, 2021
Intended Start Date: July 1, 2021
Please submit your application using this link: app.smartsheet.com/b/form/d5118e73a4aa4266a0ef16e87c34bbc7

Billion Oyster Project Communications Coordinator: is an energetic individual who embraces a fast-paced environment with multiple and simultaneous responsibilities. The position requires someone with excellent communications skills, who is collaborative, creative and a curious, enthusiastic learner.

What you’ll do:
The Billion Oyster Project’s Communications Coordinator has a strong understanding of digital marketing, experience with social media and will be tasked with effectively communicating the organization's mission and impact. This role will assist the Communications Manager in expanding and engaging our digital audience and supporting Billion Oyster Project’s education, community engagement, restoration, and development teams. The Communications Coordinator will have the opportunity to lead projects and work with tier-one media outlets, like Bon Appetit, CNBC, and Vice News. The Communications Coordinator reports to the Communications Manager.

The Communication Coordinator’s responsibilities include but are not limited to:

Digital Marketing & Communications
- Assisting in executing Billion Oyster Project’s communications strategy, plan and editorial calendar
- Creating, managing review process and executing engaging messaging and content for email, social media and website
- Leading social media community management, including promptly responding to public comments and direct messages and engaging the current community and new accounts
- Maintaining and updating email lists and segments
- Ensuring Billion Oyster Project branding and messaging is consistent across all platforms and external materials
- Updating and maintaining Billion Oyster Project’s website
- Assisting with developing metrics-based reports and insights, assessing opportunities for growth and improvement
- Organizing and maintaining Billion Oyster Project’s content and photo libraries
- Managing relationships and collaborating with external vendors on various projects including graphic design, photography and copy writing
- Supporting restoration, education and community engagement teams with communications needs around programmatic events, trainings, field work and more
- Supporting development team with communications needs, including maintaining communications logs for funders
- Supporting all events including the annual Billion Oyster Party and Billion Oyster Socials, promoting via all channels, managing event website(s), including ticketing and auction platforms, event guest management, assisting with the creation of e-vites, signage/collateral and coordinating with partners, vendors, funders, media and more
Public Relations

- Assisting with the scheduling and coordination of media and public relations opportunities and site visits
- Coordinating and responding to public speaking engagement requests and opportunities
- Coordinating permissions, media releases, and site permits for crew, media, students and more
- Responding to “contact us” inquiries and info@nyharbor.org emails
- Drafting press releases to support grant deliverables and other BOP milestones
- Ensuring accuracy in public representations of Billion Oyster Project

You must have:

- 2+ years in communications or digital marketing
- Excellent writing, editing, oral communication and interpersonal skills
- Impeccable attention to detail and organizational skills
- Demonstrated desire to learn new skills, including digital tools and platforms
- Proficiency in Microsoft Office and G Suite
- Understanding of basic design/layout (Adobe Photoshop, Adobe InDesign, Canva, etc.)
- Knowledge of email marketing platforms (e.g., Mailchimp, Constant Contact, Campaign Monitor)
- Experience using most mainstream social media platforms, especially in professional communications (Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube)
- Comfort with basic website management platforms (Wordpress, Squarespace, etc.)
- Availability and willingness to work occasional nights and weekends, with sufficient notice provided
- Experience coordinating projects involving multiple stakeholders
- Ability to multitask, working collaboratively among various teams/departments and on multiple projects

Desired qualifications:

- BA in Communications, Marketing, English, Journalism, Public/Media Relations
- Photography, videography and graphic design skills
- Basic knowledge of HTML and CSS
- Background in education, environmental justice, maritime industry, nonprofit organization or start-up company

Salary, Benefits and Perks

Communications Coordinator’s starting salary will range from $40,000-$45,000, commensurate with experience

This is a full-time, year-round position at the New York Harbor Foundation d/b/a Billion Oyster Project, a 501(c)3 nonprofit organization. The benefits include:

- A generous vacation and PTO policy
- Health, dental, vision and life insurance
- 401K plan
- An inspiring working environment on Governors Island in New York Harbor.
- FSA plan
- Pre-tax commuter program
- Citi Bike discount

Who we are and the work we do

About

The Billion Oyster Project is a 501(c)(3) nonprofit organization whose mission is to restore oyster reefs to New York Harbor through public education initiatives. The Billion Oyster Project is fueled by the passion and commitment of the team. Enthusiasm for the work of environmental restoration, public education and environmental justice is an expectation for the position. Candidates should be comfortable working on a team with various stakeholders and delivering on complex, multi-step projects.
Our Vision
A future in which New York Harbor is the center of a rich, diverse, and abundant estuary. The communities that surround this complex ecosystem have helped construct it, and in return, benefit from it, with endless opportunities for work, education, and recreation. The harbor is a world-class public space, well used and well cared for—our Commons.

Our Ethos
Restoration through Education
We believe that restoration without education is fleeting. To ensure the long-term health and productivity of our natural environment, we must teach young people to care for, monitor, and restore their Harbor.

Education through Restoration
We believe that students learn best when applying their studies to a large-scale ecosystem restoration project that challenges them to become active participants and takes them out of the classroom, down to the water’s edge to experience the ecosystem first-hand.

Our Flagship School
The Urban Assembly New York Harbor School’s mission is to provide a college-preparatory education built upon New York City’s maritime experience that instills in students the ethics of environmental stewardship and the skills associated with careers on the water.

Employment Authorization
Applicants must be authorized to work for any employer in the United States. Our organization is unable to sponsor or take over sponsorship of an employment Visa at this time.

Equal Employment Opportunity
Our goal is to be a diverse workforce that is representative, at all job levels, of the communities we serve. We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. We believe that diversity and inclusion among our teammates are critical to our success as an organization, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.

Fingerprinting
Any person working in the NYC DOE buildings, working with NYC DOE students or who has access to NYC DOE confidential information is required by New York State law to undergo a security clearance, including fingerprints, prior to commencing services. All prospective employees must have a security clearance before starting work. No one can be fingerprinted by the NYC DOE or undergo the security clearance unless they have been added to the organization or agency’s Personnel Eligibility Tracking System roster.

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