



## Communications Specialist

### LOCATION:

Preferred in San Patricio County  
Remote accepted for exceptional candidates

### POSITION TYPE:

Full-time, funded until December 2027

### REIMBURSEMENT:

\$41,600 Annual Salary  
Monthly Health Insurance Stipend

### POSITION DESCRIPTION:

Coastal Watch Association seeks a motivated and enthusiastic Communications Specialist to assist our team in executing our marketing strategy. The position will support our increasing communications needs while raising awareness about our organization. Tasks include the development and execution of all print and electronic materials for the organization.

### Responsibilities

- Develop and execute communication programs to educate the community, inspire community engagement, and promote the organization.
- Plan, develop, write, and edit public-facing materials for external audiences, including newsletters, e-mails, social media, and web content.
- Develop and implement social media strategies to share our organization's key messages and engage target audiences. This includes creating original content, scheduling posts, monitoring engagement, and responding to followers.
- Draft, proofread, edit, and format content for email campaigns, social media posts, newsletters, press releases, etc., regarding events, calls to action, or fundraising campaigns.
- Measure the effectiveness of implemented communications efforts by sourcing and analyzing data related to website traffic, social media metrics, and/or email campaign analytics.
- Build and maintain a contact database of members, volunteers, supporters, journalists, press, media outlets, and/or potential sponsors.
- Partner with content contributors to ensure content is timely, accurate, precise, actionable, and fits brand and writing style guidelines.

### Competencies

- Proficiency in various communication tools social and digital marketing platforms.
- Outstanding written and verbal communication skills.
- Ability to take complex information and create simplified and creative messaging
- Creative with the ability to brainstorm and conceptualize new content and communications campaigns for products and services.
- Strong attention to detail and the ability to work effectively independently and with a team.
- Highly organized and able to work effectively with internal and external stakeholders under deadline pressure.

### **Education and Experience Qualifications**

- Bachelor's degree in communications, marketing, or a similar field.
- 3-6 years of marketing/communications experience in a professional setting.
- Solid foundation and knowledge of email and web communications platforms.
- Proficiency with Microsoft Office Suite, Google Workplace, and social media platforms.
- Demonstrated ability to produce, copy, and write compelling content, including original graphics.

### **Preferred**

- Bilingual in Spanish
- Experience with Action Network

### **Application Instructions**

Please send the following information to [info@coastalwatchassociation.org](mailto:info@coastalwatchassociation.org)

- Resume
- Two examples of original content creation

Only applications selected will be contacted for an interview.

### **CONTACT INFORMATION:**

Cyndi Valdes

Executive Director, Coastal Watch Association

[info@coastalwatchassociation.org](mailto:info@coastalwatchassociation.org)

---