



601 Embarcadero, Suite 11
Morro Bay, CA 93442
www.mbnep.org

Communications and Outreach Coordinator Position Announcement

Job Description. The Communications and Outreach Coordinator implements public education and outreach efforts for the Estuary Program with the goal of increasing the community's understanding of bay issues, promoting actions to protect the bay, and publicizing the work of the Estuary Program. The Communications and Outreach Coordinator reports to the Executive Director and is an ambassador for the Estuary Program, serving as a liaison to our many partners and the public.

The Organization. The Morro Bay National Estuary Program brings citizens, local governments, nonprofits, government agencies, and landowners together to protect and restore Morro Bay. The Estuary Program is a non-regulatory, nonprofit organization that conducts monitoring and research, restores natural habitats, and educates residents and visitors on how to keep Morro Bay clean and healthy. The Morro Bay National Estuary Program is one of 28 national estuary programs around the country that are working to safeguard and improve the health of some of our nation's most important coastal waters. The Estuary Program achieves results by closely collaborating with many partners to accomplish our shared goals of protecting and restoring the estuary and the watershed. For more information about the program, visit MBNEP.org.

Duties and Responsibilities.

- **General and Targeted Outreach**
 - Implement general and targeted public outreach campaigns about estuary health and actions to protect the estuary.
 - Develop brochures, advertisements, and other print and web-based content to implement outreach goals.
 - Utilize social media and other technologies to creatively present messaging.
 - Evaluate the effectiveness of education and outreach efforts in order to quantify incremental improvements or success.
 - Manage a dynamic, user-friendly website to promote the Estuary Program, share data and information, and educate visitors about stewardship actions. Oversee contractor support for back-end work.
- **Public Education Efforts**
 - Provide the public with engaging opportunities to learn about estuary science and stewardship in the Estuary Nature Center and through the online education offerings at MBNEP.org.
 - Support local PK-12 education partners with curriculum input, field trip content and/or logistics, and collaborative funding.



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- Manage field trip and presentation requests for interested classes, after-school programs, and community groups.
- **Community Event Coordination**
 - Organize flagship public events, volunteer restoration field days, and other similar activities, in coordination with other staff.
 - Organize volunteer and donor appreciation events.
 - Participate in events run by partner organizations, as appropriate.
 - Coordinate with other staff to plan, create, and implement the triennial State of the Bay conference and report.
- **Media Relations**
 - Assist with outreach to local and national media, and respond to media inquiries.
 - Develop press releases and other materials for media outreach.
 - Cultivate professional relationships with local media outlets.
- **Grant Management**
 - Collaborate with other staff members to manage outreach projects with partners.
 - Secure and manage funding for education and outreach efforts from public and private sources.

Minimum Qualifications.

- BA/BS, coursework, or work experience in a relevant scientific field, such as: natural resources management, environmental science, or biology, or environmental education
- Three to five years of relevant communications and/or outreach work experience, or equivalent degree or coursework in a related field such as communications, education, teaching, writing, composition, graphic communications, etc.
- Excellent verbal communication skills, with experience in public speaking, presentations, and/or teaching
- Excellent written communication skills with experience in writing public outreach literature, press releases, news articles, and formal reports
- Ability to convey technical and politically-sensitive topics in a clear, concise manner consistent with the organization's voice and messaging standards
- Must be detail-oriented and able to manage multiple projects with varying deadlines and reporting requirements
- Ability to establish and maintain effective relationships with a wide variety of partner organizations, volunteers, and the public
- Experience conducting outreach campaigns, including use of social media, newsletter apps (e.g. Mail Chimp, Google Forms, etc.)
- Knowledge of principles and practices in community education programs
- Full computer proficiency with standard Microsoft Office and Office 365 programs
- Knowledge of interpretative principles



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Preferred Qualifications.

- Experience with developing and tracking budgets
- Experience working in the environmental conservation field and with small nonprofit organizations
- Experience working with volunteers and students
- Knowledge of basic public relations processes and practices, including working with local print and television media outlets
- Experience with basic graphic design including proficiency with Adobe Creative Cloud software, especially InDesign, Photoshop, and Illustrator
- Experience in web design and content management, across a variety of platforms
- Knowledge of fundraising, grant writing, donor relations, and grant management in a nonprofit environment

Pay, Benefits, & Work Environment. This is a full-time position with a pay rate of \$24 to \$28 per hour, depending on experience. The preferred start date is as soon as possible in January or February 2022. Benefit package includes sick leave, paid vacation, and holidays. Group health insurance, optional Flexible Spending Accounts, and simple IRA retirement savings plan with employer match provided. Casual office environment with options for flexible schedules. Position is currently primarily remote, but must be located in the San Luis Obispo County area for outreach events and for eventual in-person return to the office. Required safety protocols for all staff follow current COVID-related public health guidance. Occasional evening and weekend work within the county, indoors and outside. Estuary Program staff are employees of The Bay Foundation of Morro Bay, a nonprofit that provides the administrative framework for the Estuary Program.

How to Apply. Submit a resume and cover letter to the Morro Bay National Estuary Program. Email submissions preferred. Please send to staff@mbnep.org, subject line – *Communications and Outreach Coordinator Application*. Applications are accepted until filled and will be reviewed on a rolling basis. Qualified applicants will be interviewed as applications are received. The position is expected to be filled before the application closing date. Proof of valid driver's license, insurance, clean driving record (DMV report), and reliable transportation must be provided before a final offer will be made. The Bay Foundation is an equal opportunity employer and is committed to building a team that represents a variety of backgrounds, perspectives, and skills.