

# Marketing & Communications Coordinator

**Organization:** The Salish Sea School

**Location:** Anacortes, WA (Hybrid / remote-friendly; some in-person support required for content creation)

**Reports to:** Executive Director (with collaboration across program staff)

**Classification:** Part-time, Hourly

**Compensation:** \$20/hour

**Schedule:** 20 hours per week

## Position Summary

The Marketing & Communications Coordinator supports The Salish Sea School's mission by helping tell our story, grow our audience, and connect our community to meaningful programs on the Salish Sea. This role focuses on social media, creative content (posts, photos, short videos), email communications, and marketing support for programs and events.

The ideal candidate is creative, organized, and excited about environmental education, community engagement, and storytelling. They enjoy translating real moments—students meeting the sea, wildlife sightings, hands-on learning—into engaging content that inspires connection and participation.

This role focuses on content creation, planning, coordination, and execution rather than brand strategy, website development, or paid advertising. The Marketing & Communications Coordinator works collaboratively within established brand guidelines and priorities, and may support the implementation of updated branding or messaging as directed. Final messaging priorities and approvals are coordinated with the Executive Director.

## Key Responsibilities

### Social Media & Digital Content

- Create and schedule engaging social media posts across platforms (primarily Instagram and Facebook; others as appropriate).
- Develop short-form video content (Reels, Stories, simple edits) using photos and video from programs and events.
- Maintain a consistent voice, visual style, and posting rhythm aligned with The Salish Sea School brand.
- Track basic engagement metrics and contribute ideas to improve reach and impact.

### Growth Goal

- Support an annual increase of approximately **30% in social media followers** (roughly 1,000 followers per year), recognizing this as a steady, achievable benchmark for a community-based nonprofit.
- Growth is expected to come from consistency, authentic storytelling, and sharing real moments from programs—not from viral content or paid advertising.
- Emphasis is placed on building a connected, engaged audience that reflects our mission, values, and community.

### **Communications & Fundraising Support**

- Meet weekly with the Executive Director and/or Community Engagement & Fundraising Coordinator to coordinate communications priorities and fundraising needs.
- Support planning and execution of fundraising campaigns through coordinated messaging and outreach.
- Assist with drafting, formatting, and scheduling email newsletters, appeals, and program announcements.
- Support donor, community, and program communications in collaboration with leadership and program staff.
- Repurpose content across platforms (e.g., social media, email, website highlights) when appropriate.
- Support scheduling of social media posts, email communications, and marketing tasks in coordination with staff.
- Use shared tools and timelines (e.g., ClickUp) to track tasks, deadlines, and campaign progress, helping ensure communications are planned ahead rather than reactive.

### **Event & Program Marketing**

- Support marketing efforts for camps, field trips, adult programs, ecotours, and community events.
- Create or adapt graphics, captions, and promotional copy for programs and events.
- Help ensure program and event information is clear, timely, and accessible to families and community members.

### **Content Organization & Collaboration**

- Organize photos, videos, and content assets for easy staff access.
- Coordinate with educators and program staff to capture stories, quotes, and moments from the field.
- Provide occasional on-site support for content capture during programs or events (scheduled in advance), including photos, short videos, or story gathering.

### **Desired Skills & Experience**

- Experience with social media content creation and scheduling.

- Comfort creating and adapting graphics in **Canva**, using existing templates and brand guidelines.
- Strong written communication skills with a friendly, clear, and inclusive tone.
- Basic understanding of email marketing platforms (or willingness to learn).
- Experience using (or willingness to learn) a project management tool such as **ClickUp** to track tasks, deadlines, and communications priorities.
- Interest in environmental education, conservation, or community-based nonprofits.
- Organized, reliable, and able to manage multiple small projects at once.

## What We Offer

- A mission-driven, supportive team environment.
- Flexible scheduling within a 20-hour workweek.
- Opportunities to work alongside educators and see programs in action on land and water.
- A chance to help shape the public voice of a growing, community-centered organization.

## How to Apply

Please submit a brief cover letter and résumé, along with links to any relevant social media accounts, content samples, or short videos you've created (if available), to **amy@thesalishseaschool.org** by **February 13, 2026**.

Please include “**Marketing & Communications Coordinator Application**” in the subject line.