



JOB TITLE:	Marketing & Sales Coordinator	CLASSIFICATION:	Full-time, Hourly \$16.75 - \$18.25/hr
DEPARTMENT:	Development & Communications	REPORTS TO: Development & Communications Manager	
PURPOSE:	Under the direction of the Development & Communications Manager, the Sales & Marketing Coordinator is responsible for growing the Center’s brand; promoting and booking fee-based services and grant-funded community programs and overseeing the Center’s website and social media		
MAJOR DUTIES AND RESPONSIBILITIES			
<ul style="list-style-type: none"> • Plan and implement marketing and sales strategies for Center programs, including fee-based services, grant-funded community programs, and AAQ in-house offerings via the Center website, social media, community marketing, and other platforms. • Identify new and innovative ways to enhance and expand the Center’s social media presence and outreach to various stakeholders. • Develop print and digital marketing materials for fee-based and grant-funded community programs in consultation with program staff. • Maintain and uphold the Center’s branding and messaging guidelines in all digital and printed materials. • Promote and book the Center’s fee-based programs, including outreaches, overnights, Aramark events, camps, and teen programs. • Provide responsive, engaging customer service to individuals, schools, and organizations booking Center programs. • Maintain records of sales, payments, and customer communications. • Work with AAQ staff to promote in-house classes and tours. • Develop and maintain strategic relationships, attend tradeshows and promotional events, and grow client base. • Create social media content in accordance with the Center’s Social Media Policy, including event and program sales promotions, Center news updates, and content to drive social media engagement. • Work with the CEO, COO, and Development and Communications Manager to develop new CAS website; oversee routine website content refresh; troubleshoot and coordinate website fixes with web services provider. • Compile metrics and reports regularly to track sales, update goals, and assess the success of marketing strategy. • Recruit, train, and supervise marketing interns. • Other duties as assigned by Development & Communications Manager. • Working hours typically M-F, 40 hours/week, some weekend hours as needed for tradeshows and other special events. Hybrid/flexible work schedule negotiable. 			

The Center for Aquatic Sciences is committed to a policy of equal employment opportunity. All aspects of employment are governed and administered on the basis of merit, qualifications, and competence and are not influenced or in any manner affected by race, color, age, sexual preference, national origin, ancestry, religion, disability, marital status or any other classification protected by law.



KNOWLEDGE AND ABILITIES REQUIRED:

- Enthusiastic passion for and understanding of the Center’s mission.
- Ability to communicate with and relate well to individuals of all ages, especially clients. Must provide excellent customer service through phone & e-mail correspondence.
- A commitment to improve access to the Center’s content and programming for individuals who have been traditionally marginalized.
- Fluency in:
 - Microsoft Office Suite
 - Facebook, Twitter, Instagram, LinkedIn, and YouTube
 - Loomly (or other social media management/monitoring tools)
 - Salesforce or other equivalent CRM a plus
 - Adobe Creative Suite, website publishing (especially via Wordpress) a plus
 - Photography and video creation and editing skills are a plus
- Must be creative, well organized, self-starting, and a team player.
- Ability to work occasional weekends and evenings.
- Excellent character, integrity, and adaptability.

PHYSICAL AND MEDICAL REQUIREMENTS:

- * Successful completion of pre-employment background and fingerprint check.
- * No history of allergy to plants or animals which may interfere with ability to work.