



<b>JOB TITLE:</b>	<b>Marketing Coordinator</b>	<b>CLASSIFICATION:</b>	Full Time
<b>DEPARTMENT:</b>	Communications	<b>REPORTS TO:</b> Manager of Marketing and Sales	
<b>PURPOSE:</b>	The Marketing Coordinator supports strategic marketing efforts by managing day-to-day tasks like content creation, web design, social media, email campaigns, event promotion, and tracking performance. This role ensures consistent brand messaging and smooth campaign execution in a fast-paced, dynamic environment, requiring creativity, organization, and attention to detail.		
<b>MAJOR DUTIES AND RESPONSIBILITIES</b>			
<ul style="list-style-type: none"> <li>• Coordinate and schedule social media content across platforms (Instagram, Facebook, LinkedIn, etc.)</li> <li>• Draft and proofread content for newsletters, email marketing, press releases, and flyers</li> <li>• Update and optimize website as needed</li> <li>• Plan, film, and edit high quality video for social media and internal communications.</li> <li>• Attend tabling events to promote the Center.</li> <li>• Plan major Center run events.</li> <li>• Monitor and report on campaign performance metrics and audience engagement using tools like Google Analytics, Meta Insights, or Salesforce</li> <li>• Liaise with vendors, designers, and printers as needed</li> <li>• Perform other related duties as assigned by the Manager of Marketing and Sales.</li> </ul>			
<b>KNOWLEDGE AND ABILITIES REQUIRED:</b>			
<ul style="list-style-type: none"> <li>• Bachelor's degree in marketing, communications, business, or a related field preferred</li> <li>• 1–3 years of experience in a marketing or communications role</li> <li>• Ability to capture high-quality photos for use in social media and promotional materials</li> <li>• Strong writing, editing, and proofreading skills</li> <li>• Proficiency in social media platforms, Canva or Adobe Creative Suite, and email marketing tools (e.g., Mailchimp)</li> <li>• Proficiency in website CMS platforms (e.g., WordPress) and Microsoft Office</li> <li>• Experience with website SEO strategies and using Google Ads to drive traffic and engagement</li> <li>• Excellent organizational skills and the ability to manage multiple projects and deadlines</li> <li>• A proactive, collaborative attitude and willingness to learn.</li> <li>• Ability to work a flexible schedule, primarily onsite at the Center, with availability for evenings, weekends, and occasional offsite programs.</li> </ul>			
<b>PHYSICAL AND MEDICAL REQUIREMENTS:</b>			
<ul style="list-style-type: none"> <li>• Successful completion of pre-employment background and fingerprint check.</li> <li>• No history of allergies to plants or animals, which may interfere with the ability to work.</li> <li>• Ability to lift 40 pounds.</li> <li>• Pass Criminal Background Check and Fingerprinting.</li> </ul>			
<p><b>Compensation:</b> \$17.50-\$19/hour</p> <p><b>How to Apply:</b> Send resume and cover letter to <a href="mailto:HR@aquaticsciences.org">HR@aquaticsciences.org</a> or visit our website at <a href="http://www.aquaticsciences.org">www.aquaticsciences.org</a></p> <p><b>Application Deadline:</b> Ongoing</p>			

*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.*