



Marketing & Communications Specialist

POSITION OVERVIEW: We are seeking a Marketing & Communications Specialist to join our staff. Our team educates approximately 25,000 students, campers, and members of the public year-round. The Marketing and Media Specialist plans, executes, and manages marketing initiatives, digital media, and social media accounts to support Project Oceanology's efforts to expand an existing client base of school groups, campers, donors, and the general public.

ABOUT US: Project Oceanology is a non-profit marine science education and research facility. *Our mission* since 1972 has been to nurture interest and inspire enthusiasm for science and for our planet's marine environment from our waterfront facility in Groton, Connecticut. Project Oceanology is a year-round, marine science educational organization governed by local school districts and in collaboration with universities and other educational institutions. *Our vision* is to be the center of excellence for inquiry, and place-based science and marine education serving the evolving needs of our global community.

JOB DESCRIPTION: The Marketing & Communications Specialist is responsible for planning, executing, and overseeing marketing strategies, digital communications, and social media efforts to enhance Project Oceanology's outreach to school groups, campers, donors, and the general public. The position requires a detail-oriented and proactive individual with strong communication skills and the ability to collaborate effectively with colleagues, partners, and the broader community.

RESPONSIBILITIES:

- Regular participation in meetings, program photography/videography, and other assigned activities is required
- Remote work may be permitted with prior approval.

Marketing:

- Develop and implement marketing and advertising strategies, plans, and objectives.
- Manage marketing budgets and oversee the creation of promotional materials supporting educational programs, camps, tours, and fundraising initiatives.
- Design and execute effective marketing campaigns.
- Track and analyze performance metrics for digital marketing efforts and provide reports.

Social Media:

- Create and manage a comprehensive social media strategy.



- Establish and monitor Key Performance Indicators (KPIs)
- Oversee content creation, scheduling, and engagement across platforms.
- Identify and use appropriate social media tools for efficiency and reach.
- Coordinate with captains and educators to curate compelling content.
- Monitor SEO performance and user engagement, recommending content enhancements.
- Offer guidance and constructive feedback on social media efforts.

Digital Media:

- Enhance the website's layout, content, and usability to improve visibility and brand recognition.
- Maintain and update website content to support organizational goals.
- Lead digital campaigns that promote programs and support fundraising efforts.
- Coordinate the production of digital content such as blog posts and press releases.
- Recommend and apply direct marketing techniques to grow programming participation.

Additional Duties:

- Research, implement, and manage CRM tools to support marketing and donor engagement.
- Partner with the Executive Director and Director of Curriculum to develop marketing resources, manage the website, coordinate media for events, and maintain outreach.
- Support the education team in creating presentations for school recruitment.
- Perform general administrative tasks such as photocopying, faxing, and managing postage.
- Organize and maintain a digital archive of marketing assets, including photos and videos.
- Complete additional tasks as assigned.

EDUCATION AND WORK EXPERIENCE:

- Bachelor's degree in marketing or a related field required
- At least five years of relevant experience is preferred, or an equivalent combination of education and experience.
- Photography and video editing experience preferred but not required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Exceptional attention to detail and organizational skills.
- Proficiency in developing both digital and print content.
- Experience managing websites and social media platforms.
- Familiarity with CRM software and related tools.
- Familiarity with graphic design software.
- Strong command of written English, including grammar, composition, and proofreading skills.



- Clear and effective verbal and written communication abilities.
- Demonstrated capacity for quick learning and independent work.
- Proven ability to manage multiple tasks, meet deadlines, and adapt to shifting priorities.
- Strong interpersonal skills, including the ability to work with diverse groups and maintain positive relationships.
- Professionalism, reliability, and a collaborative team spirit.
- Courteous, enthusiastic, and service-oriented demeanor.

WHAT WE OFFER:

- Hourly pay, \$22.75 - \$24.50 per hour, commensurate with experience.
- Up to 40 hours per week.
- Comprehensive benefits include health, dental, vision, and life insurance.
- Individual Retirement Account with a 2% employer contribution.
- 13 paid holidays, along with generous paid vacation and sick leave.

HOW TO APPLY: Send your resume and cover letter to admin@oceanology.org using the subject line “Marketing & Communications Specialist”. In your cover letter, tell us why you are interested in this position and about any relevant experience. This posting will remain open until the position is filled.

Project Oceanology is committed to a diverse workplace and to supporting our staff with ongoing career development opportunities. Project Oceanology does not discriminate based on ethnicity, race, gender, or sexual orientation and encourages all qualified individuals to apply. We provide reasonable accommodation for applicants and employees as required by law.