



## **Communication and Outreach Specialist Job Announcement - Position Description**

The National Marine Sanctuary Foundation (Foundation) – a private, non-profit organization dedicated to strengthening and promoting U.S. national marine sanctuaries -- is seeking a Communication and Outreach Specialist, who will work with the Florida Keys National Marine Sanctuary (NMS) of the Office of National Marine Sanctuaries (ONMS) in Key West, Florida. The incumbent is responsible for developing and implementing a strategic communications program to promote the Foundation's work and support the Florida Keys NMS's mission

**Position Location:** Florida Keys National Marine Sanctuary in Key West, Florida.

### **Overview of Position**

Communications Specialist will plan, develop and implement communication strategies to promote and support the Florida Keys National Marine Sanctuary's mission and work, including creating messaging and materials to inform, educate, and inspire key audiences which include businesses, press, potential funders, partners, government leaders, non-governmental organizations, and the public.

Communication Specialist will be responsible for internal and external public relations, media relations, and community relations; represents the Sanctuary and Foundation, programs and image to a variety of internal and external stakeholders; and is responsible for communications and public relations activities to raise awareness of the Sanctuary and its work.

Communications Specialist will produce content for all digital and physical platforms; manage day-to-day outreach and engagement through print, digital, and social media channels; provide communications and marketing tools and tactical support for the Sanctuary; and serve as liaison with the Sanctuary's stakeholders, and partners.

### **The primary duties:**

- Serve as team lead to oversee the education and outreach team at Florida Keys NMS to coordinate, conduct, develop and evaluate education, outreach and/or communication activities such as media campaigns, press releases, OP-EDs, brochures, fact sheets, exhibits, A/V support, volunteer



- programs, PSAs, curricula, outreach programs, visitor centers (development and programming), exhibits, special events planning, and press conference coordination
- Develop a media, education & outreach strategy to include clear goals and objectives for Florida Keys NMS, outlining plans to meet strategic milestones.
  - Serve as the media point of contact and develop and disseminate media (print, web, releases, TV, video, social) appropriate for conveying Florida Keys National Marine Sanctuary policy, conservation efforts, management processes and resource protection to a broad and varied constituent group, locally, regionally and nationally.
  - Establish and maintain mutual communications between the Florida Keys NMS, the Foundation, and business, industry, universities, government agencies and the general public; advise management on policy formulation; promote communications with influential and decision-making audiences to encourage understanding and support of agency objectives.
  - Assist Superintendent on behalf of the National Marine Sanctuary Foundation by representing Florida Keys NMS in local, regional, state and national education and outreach forums with the development and implementation of community and business relations.
  - Oversee the development of signage and exhibits promoting stewardship of sanctuary resources for targeted audiences and materials for visitor centers, the general public and in the field.

### **Education and Experience**

- BA or BS degree or higher in communications or media. Preference will be given to a course of study specializing in Media Outreach. Applicants with considerable work experience will be considered in addition to applicants with degrees in communications or media relations.
- Experience creating and implementing a cohesive media strategy and campaign for other not-for-profits or businesses.
- Minimum of 3-5 years of documented work experience

### **Qualifications and Requirements:**

- Demonstrated skill in all aspects of a major outreach and education campaign, including - conceptual development, implementation, coordination with governmental agencies, universities and the public;
- Ability to represent the organization and present issues and recommendations orally and in writing;
- Strong skills in content development, writing and editing, with an ability to identify story ideas and translate complex information into versatile



- text or visual narrative for multiple audiences on various platforms, with moderate to minimal supervision
- Ability to understand and interpret technical material for a variety of audiences, including influential and decision-making individuals and organizations as well as ability to turn technical material into publicly accessible documents and media;
  - Ability to analyze & relate complex variables to a specific policy issues and frame feasible options;

**Reporting:** The position will be based in the FKNMS Discovery Center. The Communication and Outreach Specialist will report to senior management at NMSF and work closely with an on-site coordinator and the FKNMS Superintendent.

**Compensation and Benefits:** Salary commensurate with experience. NMSF offers a competitive benefits package that includes health and dental insurance, life insurance, and a retirement savings plan. NMSF is an equal opportunity employer.

**Start Date:** As soon as possible

**To apply:** Applications should include a cover letter, resume, list of references and several writing samples to [applicants@marinesanctuary.org](mailto:applicants@marinesanctuary.org). Be sure to reference FK Communication and Outreach Specialist in the subject line of all email correspondence. Please include salary requirements in your cover letter. Applications received prior to March 15, 2017 will be preferred. No phone calls please.

NMSF is an equal opportunity employer and actively works to insure fair and equal treatment of its employees.

**Other:** Work is performed in the on-site headquarters facility, in visitor centers, as well as on board sea-going vessels or at remote sites in potentially uneven, unstable and/or slippery conditions. Incumbent should be able to lift 25 pounds above their head and carry heavy (30-40lb) equipment for 100 yards.

**About the National Marine Sanctuary Foundation (NMSF):** NMSF connects people to the underwater places that define the American ocean—national marine sanctuaries. NMSF is the private, non-profit partner to the federally managed National Marine Sanctuary System. NMSF is dedicated to protecting and supporting national marine sanctuaries through advocacy, education, public awareness, and conservation. More information can be found on our website at [www.marinesanctuary.org](http://www.marinesanctuary.org).



**NATIONAL  
MARINE  
SANCTUARY  
FOUNDATION**

**About the Florida Keys National Marine Sanctuary (FKNMS)** Designated on November 16, 1990, Florida Keys National Marine Sanctuary is one of the 15 marine protected areas that make up the National Marine Sanctuary System. Administered by NOAA, a federal agency, and jointly managed with the State of Florida, Florida Keys National Marine Sanctuary protects 2,900 square nautical miles of waters surrounding the Florida Keys, from south of Miami westward to encompass the Dry Tortugas National Park. Within the boundaries of the sanctuary lie spectacular, unique, and nationally significant marine resources from the world's third largest barrier reef, extensive seagrass beds, mangrove-fringed islands, and more than 6,000 species of marine life. The sanctuary also protects pieces of our nation's history such as shipwrecks and other archeological treasures. More information can be found on our website at <http://floridakeys.noaa.gov/>