



## Job Description

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| <b>Job Title:</b>  | Community Relations Specialist                        |
| <b>Reports To:</b> | Manager, Communications & Director, Global Operations |
| <b>Status:</b>     | Full Time   |
| <b>Location:</b>   | Rancho Santa Margarita, CA                            |
| <b>Date:</b>       | April 2017  |

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[Project AWARE](http://projectaware.org) (projectaware.org) is a non-profit organization empowering a global community to be agents of positive change for the ocean.

### **COMMUNITY RELATIONS SPECIALIST**

Reporting to the Director of Global Operations and the Communications Manager, the Community Relations Specialist will empower and activate a global community of volunteers and raise the profile of the organization by coordinating community, media and digital outreach efforts both online and offline. As a core team member to both the Communications and Campaigns team, he/she will support the development and implementation of global communications plans and serve as a primary liaison with Project AWARE supporters to help drive community engagement locally and globally.

### **Communications and Marketing**

- Collaborate in the development and implementation of communications strategies to build engagement, expand a global community of supporters and achieve impact
- Serving as a lead storyteller and editor, work with program, campaigns and fundraising teams to transform our work into compelling content for placement across all print and online platforms
- Cultivate and execute communications opportunities for stronger audience engagement and coordinate regular web and social media updates
- Develop and refine creative content and core messaging to demonstrate the organization's strategic positioning and ensure consistency across all channels
- Support media outreach and maintenance of global media contact list; write key messages and releases and serve as a media contact for the organization

### **Community Engagement**

- Serve as the organization's primary liaison with a variety of audiences to help drive engagement; support volunteer-driven events; amplify Project AWARE leader voices and inspire the actions of the community to achieve the organization's mission and goals

- Manage the production and implementation of tools and materials needed to engage community members and Project AWARE's global of movement supporters including presentations, webinars, videos and graphics
- Oversee coordination of community events from conception to completion; represent the organization internally and externally including community programs, outreach events, trade shows and meetings; travel to events as required
- Assist in managing and maintaining corporate and alliance partnerships to support fundraising, campaigns and programs

### **Project Management**

- Develop and support the implementation of action plans; coordinate timely feedback and implementation of multiple tasks and priorities; adhere to timelines and budgets
- Work in partnership with cross-office, cross-functional teams to accomplish organizational objectives
- Foster a culture of collaboration, connection, empowerment, authenticity and positive change - to build consensus and influence support for Project AWARE initiatives throughout the organization

### **REQUIREMENTS**

- Bachelor's degree from a four-year college or university required, Communications, Public Affairs or Community Relations preferred
- Three to five (3-5) years of experience in marketing, communications, community relations or advocacy – online and offline
- Proven experience with a blend of community relations and community building for a non-profit, data-driven program/campaign setting and/or web/social media management
- Excellent writing, editing and presentation skills
- Database software, web, CMS and social media maverick; familiarity with Adobe Creative Suite and graphic design experience a plus
- Is a strategic big picture thinker, a motivated self-starter with exceptional planning and organizational skills
- Ability to handle multiple priorities and thrive in a high change, multinational, cross-office work environment
- Goal driven and results oriented professional that enjoys working both on a team and autonomously
- PC literate: Microsoft Office, CRM, web & social media
- Experience with marine conservation and scuba diving industry a plus, including a working knowledge of ocean issues and a passion for conservation
- Working knowledge of other languages a plus
- Willingness to travel

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function.