

## About the Organization

The [Southeast Coastal Ocean Observing Regional Association](#) (SECOORA) is a non-profit organization based in Charleston, South Carolina.

SECOORA brings people, ocean observing technology, and data together to advance understanding and management of coastal ocean ecosystems and communities in the Southeast US (North Carolina, South Carolina, Georgia, and Florida). SECOORA's vision is to ensure healthy coastal ocean ecosystems and communities by making observing data available and accessible to drive science-based decisions.

SECOORA facilitates interdisciplinary collaborations to support new science and produces data and products that are free and accessible to support better understanding of our coastal ocean.

Operating as one of 11 Regional Associations working in partnership with the [Integrated Ocean Observing System \(IOOS\) Program Office](#), SECOORA coordinates with federal agencies and engages with stakeholders from both the public and private sectors. Together, we focus on advancing and operating our nation's coastal and ocean observing capabilities.

## About the Position

As the Communications and Engagement Specialist, you will be part of a trusted organization supporting coastal ocean resilience, marine safety, and a thriving blue economy. The Communications and Engagement Specialist must have excellent communication skills, strong attention to detail, superb organizational skills, and graphic expertise to ensure our messages are concise, engaging, and reach the right audiences.

In collaboration with the Executive Director, the Communications and Engagement Specialist will develop and execute comprehensive strategies that advance SECOORA's mission and vision. This position plays a crucial role in promoting our events, webinars, data, products, projects, and other resources to SECOORA stakeholders, members, policy makers, and the public. The position will act as lead liaison for five SECOORA supported incubator programs.

## Primary Responsibilities

### Communications

- Strategize, curate, and manage all content for both web and print materials (including one pagers, social media (Twitter, Facebook, LinkedIn), project pages, monthly news stories, member touches, and bi-monthly newsletters).
- Develop, maintain, and promote SECOORA website resources and products, including creation of extreme event webpages (e.g., hurricanes) and social media campaigns during hurricane season.
- Create and enhance staff presentations and documents, making visually appealing, professional, and ensuring they align with SECOORA's branding.

- Monitor website traffic and analyze data using Google Analytics to optimize content strategies.
- Solicit presenters, advertise, and moderate SECOORA's Coastal Observing in Your Community monthly webinar series.
- Develop online Annual Reports that concisely overview SECOORA's successes for the year.

### Engagement

- Lead and manage the Education and Outreach (E&O) Committee, including preparing the annual E&O budget (\$20,000), annual student awards process, and annual curriculum Request for Proposals.
- Assist the Executive Director in fostering and maintaining trusted relationships with members and stakeholders. This includes soliciting feedback, scheduling in person visits to recruit new members, retaining existing member relationships, and facilitating one on one communications/interactions.
- Provide input to SECOORA leadership regarding needs for products and services offered and supported by SECOORA.
- Support congressional outreach through planning meetings in collaboration with SECOORA government relations contractor, designing flyers, completing appropriation forms, and communicating with congressional staffers on behalf of the Executive Director.
- Serve as the SECOORA liaison to incubators programs including: Southeast Coastal and Ocean Acidification Network, Southeast & Caribbean Disaster Resilience Partnership, Drones in the Coastal Zone, and FACT Network. Support required for these programs may range from webinar coordination, website support (Wix and Wordpress platforms), newsletter development and / or meeting coordination / facilitation.
- Represent SECOORA on external committees, including the IOOS Association E&O Committee and the IOOS Association Diversity, Equity, and Inclusion Committee.
- Lead and implement initiatives that promote diversity, equity, and inclusion for all activities.

### Events and Other Tasks

- Collaborate with the Office and Events Manager on event planning tasks, which include soliciting event sponsors, email announcements, meeting minutes, convening steering committees, agenda development, creating compelling PowerPoints, day of meeting assistance, and meeting close out tasks (including website meeting summaries and thank you notes).
- Support proposal writing and document creation by acting as content editor and visualizing technical information (i.e. infographics).
- SECOORA is a small organization and has a strong culture of teamwork. Other duties may be assigned as needed.

### **Minimum Qualifications and Required Expertise**

- Bachelor's degree required. We will also consider candidates with an Associate's Degree and unique or extensive relevant experience.
- Detail-oriented with strong communication, organizational, documentation, and planning skills.
- Ability to easily manage and coordinate multiple projects and deadlines.
- Demonstrated ability to build partnerships, collaborate, and work effectively with diverse groups of internal and external stakeholders.



- Motivated self-starter with ability to work independently and as part of a team.
- Excellent written and verbal communication skills (proofreading, copy editing, development), with preference for science communication skills.
- Basic graphic design skills.
- Experience developing and curating web content.
- Proficiency and practical experience regarding basic computer skills, including Microsoft Word, Excel, PowerPoint, and Google Docs.
- Familiarity with GoToMeeting system, NeonOne, Zoom, Constant Contact, Canva, Adobe Creative Suite, Google Drive, Wix, and Wordpress platforms (preferred, not required).
- Ability to travel (up to 10%).

### Position Type

This is a full-time (40 hours/week) position. Compensation will be commensurate with experience, estimated in the \$50,000 to \$65,000 annual salary range for employees; full benefits include medical, paid holidays and vacation, and contribution to an individual retirement account.

### Work Location and Hours

This position is fully remote. Ideally the successful candidate will be in the Southeast U.S. Standard business hours are Monday through Friday 9:00 am to 5:00 pm Eastern Time although the position will require regular travel up to 10% of the time. Job duties may require periodic work on weekends and evenings as fieldwork, workshops, and other engagement opportunities dictate.

### Application Instructions

Submit a 1-page cover letter, resume (2 pages maximum), and a graphic or design sample to [jobs@secoora.org](mailto:jobs@secoora.org). Contact information for three professional references will be requested after interviews with the top candidates. **The search committee will review applications beginning August 28, 2023, and will continue until the position is filled.**

### Equal Employment Opportunity Employer

SECOORA provides equal employment and contractor opportunities. SECOORA prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

