



Job Description: Part-Time Communications and Marketing Manager

Position Title: Communications and Marketing Manager

Employment Type: Part-Time, Temporary with a possible opportunity to extend and make fulltime (depending on funding and performance)

Hours: 25 hours per week (July, August)

Location: Remote with potential travel

Compensation: Lump Sum Salary of \$5000 USD

Duration: 2 months

This is a remote position (no traveling required). Preference towards someone who is on Eastern Standard Time (EST) or Central European Time (CET).

About The Ocean and Us and The Ocean Hope Expedition: We are an ocean advocacy organization that focuses on a range of ocean challenges including climate change, overfishing, pollution and the emerging threat of deep-sea mining. A core part of our work is to elevate women's perspectives in the ocean space in order to accelerate solutions.

The Ocean Hope Expedition is a journey from Alaska to Chile, with the aim of engaging communities, policymakers, and the general public in meaningful discussions about the dangers of deep sea mining.

Farah Obaidullah Founder of Women4Oceans & The Ocean and Us, will start her journey in August and along the way, she will interact with various stakeholders, including universities, fisheries associations, tech and EV companies, conservation groups, and scientists, to gather support for a global moratorium on deep-sea mining. This collective declaration will be presented to the International Seabed Authority in 2025. The journey will be chronicled on YouTube and shared across all social media outlets.

Position Summary: The Communications and Marketing Manager will be responsible for developing and implementing strategic communication and marketing plans that effectively promote the mission and activities of our organization and the Ocean Hope Expedition. This role involves managing all communications channels, creating engaging content, and ensuring consistent messaging across various platforms. The manager will be supported by volunteers. The Communications and Marketing Manager will work closely with the founder, volunteers and external partners to enhance our visibility and outreach efforts. The successful candidate will be quick to pick on the campaign issue of deep-sea mining. Experience in ocean communications is a plus. This is an exciting opportunity to be a critical member of The Ocean and Us, helping to deliver an epic expedition and bringing positive impact to the world!

Key Responsibilities:

- **Strategic Planning:**
 - Develop and implement comprehensive communication and marketing strategies to support project goals and organizational objectives.
 - Identify key messages and target audiences to ensure effective communication and marketing outreach.
- **Content Creation and Management:**
 - Create, edit, and distribute high-quality content, including press releases, blog posts, newsletters, social media updates, and promotional materials.
 - Manage the organization's website and social media accounts, ensuring content is current, engaging, and aligned with the brand.
- **Media Relations:**
 - Establish and maintain relationships with media outlets and journalists.
 - Write and distribute press releases, and coordinate media outreach to secure coverage for the organization's activities and achievements.
- **Marketing Campaigns:**
 - Plan, execute, and monitor marketing campaigns to raise awareness and support for the organization's mission.
 - Develop and manage marketing materials, including brochures, flyers, and digital content.
- **Brand Management:**
 - Ensure consistent branding and messaging across all communication and marketing materials.
 - Develop and maintain brand guidelines and oversee their implementation across the organization.
- **Measurement and Evaluation:**
 - Monitor and analyze the effectiveness of communication and marketing strategies and campaigns.

Qualifications:

- Bachelor's degree in communications, marketing, public relations, or a related field
- Proven experience (3-5 years) in a communications and/or marketing role, preferably in a nonprofit, advocacy or mission-driven organization.
- Excellent written and verbal communication skills, with the ability to create compelling content for various audiences.
- Ability to work independently and as part of a team. A proactive self-starter who solves problems independently with minimal guidance.
- Strong understanding of digital communication platforms, social media strategies, and marketing tools (i.e canva).
- Experience in media relations and public speaking.
- Exceptional organizational skills and attention to detail.

- Passion for environmental conservation, ocean advocacy and awareness campaigns is a plus.

How to Apply: Interested candidates are invited to submit a resume and a brief cover letter outlining all your relevant experience and why you are interested in this position to info@theoceanandus.org.

Share 2-3 writing samples (newsletter, social media post or press releases). Please include "Communications and Marketing Manager Application" in the subject line.

Application Deadline: 05-July-2024

We look forward to finding a dedicated individual who is excited to contribute to our mission of raising awareness about the dangers of deep-sea mining and protecting our oceans.