



CORAL REEF ALLIANCE

MARKETING AND COMMUNICATIONS DIRECTOR

The Coral Reef Alliance (CORAL) seeks an exceptional leader who is motivated to use their skills and talents in marketing and communications to advance our mission to unite communities to save coral reefs. Over the last several years, the organization has undergone a complete rebrand, substantially grown programmatic impact, and increased fundraising success.

The Marketing and Communications Director will build on CORAL's current brand to lead the organization in setting a clear brand and marketing strategy. This position will connect all creative aspects to the strategy and build on existing assets to lead the organization to new levels of success in internal and external communications. Working in concert with the Executive Director, Board of Directors, and leadership team, this position will lead the all marketing and communication activities and build the brand in ways that leverage recent growth in our programmatic breadth and depth, and a heightened public awareness of the threats facing coral reefs.

The Marketing and Communications Director reports directly to the Executive Director and is a full time, exempt position based on Oakland, California.

Key Responsibilities

- Identify and advance the organization's priorities as an integral member of the senior leadership team
- Develop and execute a brand, PR, and marketing strategy for the organization
- Effectively balance a suite of competing internal and external marketing and communications priorities
- Work collaboratively with the Development Director to develop customized communications products that meet the objectives of the organization and interests of donors
- In partnership with the Program Director, identify ways to support the success of conservation activities, while communicating programmatic content and stories to diverse audiences
- Work with the Board of Directors to establish a new Marketing and Communications Committee that builds Board awareness and support for marketing and communications activities
- Supervise a Communications Manager and external contractors, while periodically evaluating the potential benefits of future team growth
- Lead the maintenance, development and distribution of a suite of communications pieces, including the website, member newsletters and e-newsletters, direct mail, invitations, donor materials, and outreach materials
- Maintain and refine CORAL's brand throughout our internal and external communications products

Professional experience and qualifications

- Passion for the mission of the Coral Reef Alliance
- At least 7 years of progressive marketing/communications experience, preferably within a nonprofit environmental conservation organization
- Experience in brand management creation activities
- Documented success leading a strategic nonprofit marketing and communications program and team
- Exemplary writing and editing skills, with a history of simplifying complex information for a general audience
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- Experience with design software and direct mail

- Ability to interact and influence at the most senior levels of an organization and to work collaboratively across functions, levels, and departments toward shared objectives
- Strong presence and credibility, along with the ability to serve as an external organizational ambassador

About the Organization

For more than 20 years, the Coral Reef Alliance has worked to unite communities to save coral reefs. The organization works with local communities, non-governmental organizations, government entities and scientists from around the world to advance conservation efforts.

- We work with communities to address local threats such as poor water quality and overfishing
- We develop conservation financing plans to help communities autonomously create, protect and sustain marine protected areas and coral reef ecosystems
- We connect local communities to science and research that drives more informed management decisions
- We engage with policymakers and government officials to advocate on behalf of local conservation efforts that protect coral reefs

CORAL is spearheading an innovative conservation strategy that addresses the long-term survival of coral reefs through today's changing environment. Our success will generate the blueprint on how we can work together to save corals.

The CORAL team is dedicated, passionate, and action oriented. CORAL has 23 team members across its main office in Oakland and project sites in Fiji, Hawaii, Indonesia, and Honduras. Governed by a thirteen-member Board of Directors and supported by a flourishing group of conservation leaders and donors, CORAL has an annual budget that has grown to \$3.5M.

Compensation

Competitive salary and generous benefits that include medical, dental, vision and disability insurance, 401K match, paid vacation, and paid holidays.

How to Apply

Interested candidates can apply via email by sending a letter outlining qualification, salary requirements and resume to jobs@coral.org. Please include Marketing and Communications Director in the subject line.

The Coral Reef Alliance is committed to workforce diversity. Qualified applicants will receive full consideration without regard to age, race, color, religion, gender, sexual orientation, health status, or national origin.