



**JOB DESCRIPTION:
COMMUNICATIONS MANAGER, HEALTHY HARBOR INITIATIVE
JUNE 5, 2020**

Waterfront Partnership is the proud steward of Baltimore's crown jewel, its Inner Harbor and Waterfront. We're lean, nimble and effective; the only organization that wakes up every day, rolls its sleeves up, and gets to work on new ways we can make Baltimore's Waterfront even more active, attractive, and appealing. We're the hosts who greet visitors, the creators of programs and promotions, managers of our beautiful parks, and stewards of our marine environment.

The Healthy Harbor Initiative, launched in 2010, aims to make the Baltimore Harbor safe again for swimming and fishing. Its mission is to inspire Baltimore residents to explore, experience, restore, and love the City's marine environment using volunteer programs, social media, and events to grow a large and vocal base of supporters of a clean and healthy urban ecosystem. Some of our projects include Mr. Trash Wheel (and Professor Trash Wheel), EcoTours, the Great Baltimore Oyster Partnership, Inner Harbor kayak tours, the Harbor Scholars program, and Harris Creek Connected.

General Responsibilities

The Communications Manager for the Healthy Harbor Initiative manages the public-facing aspects of the Waterfront Partnership of Baltimore's environmental and water access work including all online content, fundraising activities, walking tours, information requests, and media inquiries. Additionally, the position manages all social media for the organization, including two trash wheels, Healthy Harbor and the Waterfront Partnership of Baltimore. The Communications Manager also acts as backup to the Director of the Healthy Harbor Initiative by speaking to the media and providing presentations as needed.

The Communications Manager works independently and collaboratively with the Healthy Harbor team. The position requires detailed knowledge of major social media platforms, basic graphic design and website design capabilities, and an understanding of the Chesapeake Bay ecosystem and major environmental issues impacting water quality in Baltimore and around the world. Due to the unique nature of the content produced by the Healthy Harbor Initiative, a strong sense of humor and ability to convey humor via social media is a must. The position requires excellent interpersonal, organizational, and writing skills.

Primary Relationships

The position reports to the Director of the Healthy Harbor Initiative. Additionally, the position has primary working relationships with the other members of the Healthy Harbor team and other staff teams at the Waterfront Partnership. Outside the organization, the position coordinates primarily with

followers of our social media, our PR agency, and vendors connected to communication and fundraising activities.

Work duties may include, but are not limited to:

- Manage all social media for the Waterfront Partnership of Baltimore
 - Develop and implement a strong social media strategy
 - Run four distinct social media accounts across all major social media platforms (Mr. Trash Wheel, Prof. Trash Wheel, Healthy Harbor, and Waterfront Partnership of Baltimore) or potentially help us figure out how to have fewer social media accounts
 - Coordinate with staff to aggregate social media content and coordinate its publication
 - Use software to coordinate social media content across platforms
 - Create engaging, funny, and inspirational original content for social media platforms including graphics, cartoons, and videos
 - Coordinate digital marketing to promote events and fundraisers associated with environmental and water access work
- Manage Communications
 - Respond to social media, voicemail, and email requests for information
 - Coordinate with PR firm as needed
 - Develop communication materials as needed
 - Receive and process requests for paid walking tours (EcoTours) from school groups, conferences, and other interested parties
 - Schedule and provide walking tours of environmental restoration projects in Baltimore's Inner Harbor (~2-4 per month)
 - Manage and grow CRM-based email database (Salsa)
 - Update web pages using Wordpress as needed
 - Manage registration and promotion of Inner Harbor kayak tour program in partnership with Baltimore City Recreation and Parks
- Manage fundraisers
 - Develop and implement successful #GivingTuesday strategy
 - Plan and implement annual Trash Wheel FanFest fundraising event
 - Use Salsa Engage software to manage digital ticketing for events
 - Manage Trash Wheel related merchandise fundraisers (t-shirts, plushies, etc.)
 - Manage other giving campaigns as needed
 - Coordinate sponsorship deliverables including social media shoutouts and logo placement at events and on materials.
- Other responsibilities
 - Assist Director with projects as needed
 - Assist staff with other major organizational programs as needed
 - Develop PowerPoint presentations and other materials
 - Identify partnership and funding opportunities to promote relationship building between Waterfront Partnership and other organizations, companies, agencies, and individuals

- Support accurate bookkeeping and documentation of activities

Qualifications

- Bachelor's degree in communication, marketing, public relations, environmental studies, sustainability, or a related field.
- Minimum three years of experience working on social media campaigns and managing communication
- Must have a sense of humor and be able to translate that humor into the voice of Mr. Trash Wheel
- Must be knowledgeable or willing to learn about the Baltimore Harbor, the Chesapeake Bay, water quality issues, marine environments, environmentalism and sustainability.
- Experience with fundraising through social media platforms and events
- Availability to work occasional weekends and weekday evenings
- Comfortable working in a professional office environment as well as at events that take place in all weather conditions and that will likely include exposure to marine animals, algae, mud, litter, and urban waterways.
- Comfortable with public speaking
- A proven track record of strategic and operational capabilities in the area of nonprofit communications.
- Ability to lift and move objects weighing approximately 50 lbs.
- Experienced user of Microsoft Office (Power Point, Excel, Word)

COMPENSATION & BENEFITS

This is a full-time position that will begin mid-July. Yearly compensation is \$45,000 - \$55,000 commensurate with experience. Waterfront Partnership of Baltimore offers excellent benefits including vacation time, 401(k) plan, health insurance, life insurance, long-term disability, short-term disability, and flextime.

To apply please send a cover letter, resume, and three references to Adam Lindquist at Adam@WaterfrontPartnership.org. Be sure to include "Communications Manager" in the email's subject line. Qualified candidates will be contacted for an interview. Interviews will take place via video conference or by phone. Waterfront Partnership of Baltimore is committed to a diverse and inclusive workplace and strongly encourages applicants from all backgrounds and walks of life. Come join us.