



Marketing Specialist Recruitment Notice

What We Do:

Save The Waves Coalition is a global nonprofit organization dedicated to protecting surf ecosystems across the globe. We work in partnership with local communities to realize this mission through protected areas, stewardship and campaigns, with active projects in Mexico, the U.S., Chile, Indonesia, Brazil, Australia and Portugal. Our goal is to protect 1,000 surf ecosystems by 2030 and mobilize one million people as part of the solution.

About The Role:

The Marketing Specialist is an integral part of the organization who will help connect our global Coalition through storytelling across channels and mediums. This role helps share the on-the-ground project stories and engages with the surf community to grow mission awareness and support.

About You:

Are you passionate about conservation? Do you thrive off of creating content that inspires people to take action? You will have the opportunity to work at the forefront of surf conservation marketing and join a group of passionate surfers and ocean enthusiasts looking for our newest team member to join the cause.

Core Duties:

- Developing content to support newsletters, CTAs and storytelling through our marketing outreach materials and platforms
- Coordinating, creating and engaging with social media content to increase brand awareness
- Managing ad campaigns through social media and Google Ads, both content creation and analyzing reports to make data-driven decisions on advertising strategies and tactics
- Managing Save the Waves branded merchandise (seasonal product drop coordination, web design, content management, customer service, inventorying)
- Supporting donor communications and campaigns through copy and content development
- Gathering content from ambassadors and in-field partners
- Content development and production for virtual and in-person events
- Keeping up to date with marketing trends and social media changes/shifts



Relevant/Desirable Skills and Qualifications:

- One or more years of work in nonprofit, conservation, marine reserve and/or land use administration
- Passion for storytelling with communications experience in marketing, social media, or journalism
- Strong organizational skills and high attention to detail with the ability to be flexible with changing nonprofit initiatives
- An eye for excellent design and engaging content; hands-on experience with Adobe Suite, including Photoshop and Indesign
- Ability to strategize and manage ad campaigns through Facebook and Google
- Excellent written and oral presentation skills in English - proficiency in Spanish, Indonesian, or Portuguese is a plus
- Understanding of global and local surf cultures, with knowledge of current surf trends and an ability to interact with athletes and community leaders through social media

Save The Waves is an equal opportunity employer. This can be a remote position, but must be able to work with staff in the PST time zone. Full-time, pay commensurate on experience. Save The Waves provides excellent medical and other benefits. Travel will not be a requirement for this position, though there may be opportunities. As is the case in any small or growing organization, tasks beyond this scope of work will likely be required of this position.

Applications must be submitted by July 23, 2021 to Jobs@savethewaves.org. Please apply via email with a CV/Resume, cover letter and three references. No phone calls, hard copy or walk-in applications please.