



TAMPA BAY ESTUARY PROGRAM

263 13th Ave. South, Suite 350
St. Petersburg, FL 33701

POSITION ANNOUNCEMENT COMMUNICATIONS & OUTREACH COORDINATOR

Position Summary:

The Tampa Bay Estuary Program (TBEP) is seeking qualified applicants for a full-time Communications & Outreach Coordinator position. The successful applicant will have demonstrated experience in science communication and synthesis utilizing a variety of traditional and newer mediums (e.g. print, video, internet-based formats). Primary responsibilities will include managing the organization's website, newsletter, and media presence (social and traditional) to meet programmatic goals and raise regional and national visibility. The position will also require the development and execution of marketing and communications strategies that promote the Tampa Bay Estuary Program, its activities, and build awareness and engagement for protecting and restoring the Tampa Bay estuary.

Under the direction of the Executive Director, the Communications and Outreach Coordinator will perform the following key tasks for the Program:

Communications Strategy

- Oversees the development and execution of marketing and communications strategies that promote TBEP and the Tampa Bay estuary in accordance with TBEP's [Comprehensive Conservation and Management Plan](#) & [Strategic Plan](#).
- Plans and implements communication strategies and campaigns to promote TBEP projects and programs using a variety of tools and tactics across many target audiences.

Website Management

- Manages the organization's primary website (tbep.org) and social media channels (e.g. [facebook](#), [instagram](#), [twitter](#), etc.) on a day-to-day basis utilizing appropriate content-management systems.
- Provides technical assistance and coordination on key messages for secondary websites such as tbep.tech.org and Tampa Bay Water Atlas (tampabay.wateratlas.usf.edu) managed by other TBEP staff and/or partners.

Newsletter & Synthesis Report Production

- Writes, edits, and oversees the production of quarterly TBEP newsletter and other printed and online pieces, with contributions from various authors/partners both within and outside of the TBEP.
- Writes, edits, and oversees the production of annual TBEP progress reports that synthesize yearly progress, completed projects and the Bay's health to the general public and interested stakeholders.

Media Relations

- Establishes and builds relationships with journalists in the region, responding quickly to their inquiries and requests for interviews, including providing on-camera and on-air remarks and coordinating with staff regarding interactions with media personnel.
- Prepares and distributes press releases, media advisories, fact sheets, calendar listings, and organizes press conferences, as appropriate.
- Coordinates the use of social media to implement TBEP's objectives and grow TBEP's following, including working with other staff to coordinate posts, maintaining social media accounts and using appropriate software services to schedule and manage content.

Publicity

- Plans and executes media promotions, including advertising on traditional and social media and developing TBEP's Google AdWords account.
- Coordinates publicity for routine TBEP events, special events, and fundraisers.

Other

- Coordinates with contractors on production of TBEP's newsletter, website, and other communications initiatives, which may include preparing requests for proposals and reviewing bids and proposals.
- Coordinates and/or provides support to relevant TBEP committees, working groups, and activities.
- Provides formal and informal presentations to community groups and other TBEP events and activities
- Develops and submits competitive, multi-entity grant applications to appropriate funding entities.
- Manages TBEP's archive of photographs and video.

Knowledge, Skills & Abilities:

Required:

- Fundamental knowledge of environmental, restoration and conservation issues and initiatives, preferably those relevant to the Tampa Bay estuary and its watershed
- Excellent written and verbal communication skills with the ability to distill complex science/technical topics into public-friendly information and awareness campaigns that span multiple mediums (e.g. newsletters, web content, presentations and interviews, etc.)
- Knowledge and ability to manage and manipulate website and social media content management systems
- Experience working with community groups and associations, primary and secondary schools and universities, and/or underserved populations.
- Self-motivated individual with the ability to work independently, efficiently and with limited oversight
- Strong organizational skills including the ability to build and coordinate effective working groups and partnerships
- High degree of attention to detail and ability to multitask across topical issues
- Valid U.S. driver's license.

Preferred:

- Experience with Joomla or WordPress content management systems

- Experience in graphic design and event planning
- Graduate-level degree in science communication

Education & Experience Qualifications:

The position requires an undergraduate degree at a minimum (preferably a graduate degree) from an accredited university or college in one of the natural sciences, science communication, public relations, or a related field and at least five years of progressively responsible experience in one or a combination of those fields. Preference will be given to candidates who have a demonstrated ability to synthesize complex scientific topics into public-friendly information and education campaigns spanning multiple mediums (e.g. print, video, internet, symposia, etc.).

Compensation & Benefits:

- Salary: \$50,000 - \$60,000 annually, dependent upon qualifications and experience
- Pension: TBEP participates in the Florida Retirement System (www.myfrs.com)
- Deferred Compensation: Nationwide 457 Plan available
- Health and Dental: Employer subsidized health. Dental insurance available.
- Life Insurance: Employer paid life \$25,000
- Vacation/Sick Leave/Holidays: Competitive leave package, including annual, sick and holidays

Working Conditions

Time spent in this position will be split between being in an office setting and being at offsite meetings and events, including some outdoors both along and in the Tampa Bay estuary. Work hours may shift dependent on project assignment. Evening/weekend work may be required. The incumbent should be able to lift 25 pounds. The incumbent should be able to sit and stand for at least 4 hours at a time.

TBEP Organizational Summary:

The Tampa Bay Estuary Program (TBEP) is an independent special district of the State of Florida with the mission of building partnerships to restore and protect Tampa Bay through implementation of a scientifically sound, community-based management plan. TBEP was originally formed as the Tampa Bay National Estuary Program in 1991 and re-organized through an Interlocal Agreement as the Tampa Bay Estuary Program in 1998. The Interlocal Agreement was updated in 2015. As provided in the Interlocal Agreement, the TBEP office and staff coordinate implementation of [Charting the Course – a comprehensive conservation and management plan \(CCMP\)](#) for bay restoration. The CCMP serves as the blueprint for bay restoration as mandated under the Section 320 of the federal Clean Water Act.

The Program is directed by a Policy Board comprised of elected officials from the cities of Tampa, St. Petersburg, and Clearwater, the counties of Hillsborough, Pinellas, Manatee, and Pasco, and officials from the U.S. Environmental Protection Agency (EPA), the Florida Department of Environmental Protection, and the Southwest Florida Water Management District (SWFWMD). The Policy Board is advised by senior managers from local governments, agencies, and industry sitting on a Management Board, and with input from a Technical Advisory Committee and a Community Advisory Committee. Various other groups created by the TBEP including the Tampa Bay Nitrogen Management Consortium play important roles in achieving goals of the CCMP.

As of March 2018, the program is staffed by five full-time positions: an Executive Director, an Ecologist, a Science Policy Coordinator, a Program Administrator, and a Community Projects Manager. Technical and communications support contracts support staff in meeting programmatic requirements. Funding is

provided by Congressional appropriations administered through the EPA, and by seven local governments and the SWFWMD pursuant to commitments in the Interlocal Agreement. Revenues from a specialty license plate, the Tampa Bay Environmental Restoration Fund, the RESTORE Act and various grants for special projects administered by TBEP supplement funding.

Application Instructions:

Submit a cover letter, resume, five writing and/or community informational product samples, and three professional references to Ron Hosler, TBEP Program Administrator, ron@tbep.org in Microsoft Word or pdf format. The cover letter should not exceed 2 pages in length (1 double-sided page), explain how the applicant meets the qualifications, education and experience requirements listed above, and provide responses to the questions listed below. Applications must be received no later than 2:00 P.M. EST on Friday, June 1, 2018. No phone calls, please. Applicants are prohibited from contacting members of the Policy Board about TBEP, their application, or any aspect of this selection process.

To ensure all applicants have the opportunity to address a common set of questions, applications should include written responses to the following as part of the cover letter:

1. Please describe why you would like to be the Communications & Outreach Coordinator of the Tampa Bay Estuary Program. What do you consider to be your primary strengths for this position?
2. Please describe your approach in distilling science/technical topics into public-friendly materials, including print, video and web-based platforms.
3. Please describe a large complex issue that required you to communicate effectively across multiple mediums with a variety of stakeholders in order to build support to address the issue and/or increase awareness.

Applicants selected for interviews will be notified by June 8, 2018. The anticipated start date for the new hire is mid-July 2018.

All applications and materials provided to the Tampa Bay Estuary Program are considered public record.

The Tampa Bay Estuary Program is an Equal Opportunity Employer and a Drug Free Work Place.