



Position Description

GOMA Communications Manager

About the Gulf of Mexico Alliance:

A non-profit organization, the Gulf of Mexico Alliance (GOMA) is a partnership of the five Gulf States that supports a broad network of federal agencies, academic organizations, businesses, and other non-profits in the Gulf Coast region. GOMA's mission is to enhance the environmental and economic health of the Gulf of Mexico through increased regional collaboration. (<http://www.gulfofmexicoalliance.org/>)

General Job Description:

Reporting to the Executive Director, the GOMA Communications Manager is responsible for managing internal and external communications for GOMA. The position creates and implements all aspects of communication and public relations to enhance the meaningful relationships with the intended audiences. In addition to collaboration with the entire GOMA team, this role works closely with the Science Communication Manager.

Duties & Responsibilities:

- Collaborate with management to develop and implement an effective communications and public relations strategy and monitor its success.
- Write, edit, and distribute content through social media, newsletters, press releases, website, program reports, and other material that communicates GOMA's activities, programs, projects and/or mission.
- Oversee all aspects of social media, including, but not limited to, strategy, content creation, community engagement, paid strategy and reporting.
- Oversee all aspects of GOMA's email program including strategy, content, list maintenance and reporting.
- Respond to media inquiries, arrange interviews, and act as the organization's PIO as appropriate.
- Support GOMA's development efforts through design and content creation of high-level communications and collateral (brochures, presentations, one-pagers, etc.) .
- Responsible for the maintenance and upkeep of GOMA's website.



Qualifications, Knowledge, and Skills Required:

The ideal candidate is a self-directed, strategic communications expert with experience in the environmental industry with a proven track record of success with digital media, print media, and stakeholder engagement.

- Minimum of five (5) years' professional experience in communications and/or public relations, environmental industry a plus
- Technical ability or past experience with Constant Contact and WordPress
- Expertise in strategic communications, branding, and public relations
- Exceptional writing skills
- Strong visual design/creative content skills
- Ability to work both independently and collaboratively
- Ability to plan, organize, and monitor work assignments

Status: Full-time, exempt. GOMA is an at will employer and employment does not constitute a contract.

Location: This position is primarily located in the Mississippi Gulf Coast area, but may be eligible for flexible work location options, such as telework or work from home. Occasional travel is expected.

Salary: Salary is commensurate with experience and qualifications, ranging from \$60,000-\$75,000 per year.

Benefits:

- Flexible work location options
- Health and Wellness stipend
- Vacation, sick leave, parental leave
- Paid holidays

To apply: Send resume and optional cover letter to Connie Thrift at connie.thrift@gomxa.org. Position open until December 17, 2021 or until filled.