



Job Title: Marketing and Communications Officer

Position Description

The **Chesapeake Bay Trust (Trust)** seeks an enthusiastic and energetic Marketing and Communications Officer. The Officer will take the lead on implementing marketing plans for three sources of revenue for the Trust, will serve as lead on communications work, and will serve as the lead implementer of a new branding effort.

About the Trust

The Chesapeake Bay Trust is dedicated to promoting public awareness and participation in the restoration and protection of the natural resources of Maryland and the Chesapeake Bay region. The Trust is a non-profit grant-making organization established by state government in 1985. Our work is supported by approximately 30-40 different sources, including Maryland's Chesapeake Bay license plate; the Chesapeake and Endangered Species Tax check-off on the Maryland state income tax form; a donation option on Maryland's boating, fishing, and hunting license website; a new merchandising online store; federal, state, and local government and private foundation funding partners that fall under the purview of our Program Departments; and corporate and individual donors who fall under the purview of our Development Departments.

With the funds generated from these various sources, we make approximately 350 grants per year ranging from \$100 to \$200,000 for projects in the K-12 environmental education, on-the-ground restoration, science, and community engagement realms. Our goal is to empower groups on-the-ground to play a role in the restoration and protection of communities and natural resources. In the past decade, the Trust has increased its grant-making four-fold through new partnerships, with current annual grant-making of approximately \$12 million.

Position Responsibilities

The Marketing and Communications Officer will report to the Director of Development for communications and marketing work that supports development goals and to the Executive Director for work that supports revenue streams in the marketing department. There is room for advancement.

Marketing (60-65%)

- Serve as the lead marketer of the following three Trust revenue streams, including executing existing strategies, overseeing the Trust's marketing firm contractor's execution of some strategies, and suggesting new strategy ideas
 - Chesapeake and Endangered Species tax checkoff
 - The voluntary donation line on the Maryland Department of Natural Resources boating, fishing, and hunting license/registration system

- The Trust’s new merchandising program (www.shopchesapeakebaytrust.org)
 - Provide assistance as necessary in marketing the Chesapeake Bay vehicle license plate (www.bayplate.org)
 - Specific activities to be undertaken by the Manager
 - Tax Checkoff
 - Lead the Trust’s CPAs for the Bay program, developing relationships with area CPAs
 - Provide data to and work with the marketing firm on strategy implementation
 - Develop and maintain relationships with Comptroller’s office
 - Boating/Fishing/Hunting Licensing
 - Lead the Trust’s social media advertising
 - Lead outreach to boating, fishing, and hunting clubs
 - Propose ideas for additional outreach
 - Provide data to and work with the marketing firm on strategy implementation
 - Develop and maintain relationships with program partner
 - Merchandising
 - Implement strategy, including creating new products and marketing efforts
- Communications and Branding (30-35%)
 - Lead the Trust’s media events,
 - Serve as lead on Annual Report
 - Serve as lead on Trust’s digital presence, including website and social media
 - Serve as lead on communicating Trust grant information to legislators
 - Lead the execution of a new organization branding strategy, to be shaped by board, Executive Director, and Director of Development.
- Other duties (5-10%)
 - Participate in other Trust duties that are “all hands on deck,” including fundraisers and events
 - Pursue professional development opportunities

Requirements

- Bachelor's degree in marketing, communications, or related field (preferred, but not required)
- Two years minimum (to qualify at the lower salary range) or four years minimum (to qualify at the upper salary range) in marketing and/or communications (required)
- Strong analytical skills with which to implement marketing strategies (required)
- Excellent computer skills, including Excel, Word, and PowerPoint (required)
- Graphic design, including experience in Publisher, Canva, Illustrator, and Photoshop (preferred) OR demonstrated ability to quickly learn new programs (required)

- Experience using/managing contacts databases (preferred) OR demonstrated ability to quickly learn the Trust's system (Raiser's Edge) (required)

Ideal Personal Profile

The ideal candidate for this position is a person:

- of high integrity, energy, and enthusiasm who is self-directed and motivated
- committed to the Trust's growth, sustainability, and organizational goals (please refer to the Trust's strategic plan at www.cbtrust.org)
- willing to work both independently and collaboratively as part of a team in a small office environment
- with excellent attention to detail, organization, and time-management skills, including ability to prioritize workflow

Salary

The Chesapeake Bay Trust benchmarks its salaries using a number of resources, but most predominantly the Council on Foundations (COF). The 2019 COF salary survey identifies the range of \$50,000-\$60,000 for similar positions at grant-making organizations of our size, depending on level of experience. The Trust also offers an excellent benefits package, professional development opportunities, and opportunities for advancement.

How to apply

Please submit a resume and cover letter via email to shiggins@cbtrust.org and place "Marketing and Communications Officer-Your Last Name" in the subject line of the email. No phone calls please.

The cover letter must address how your skills and experience are relevant to the duties of this **specific opportunity** and why you would be an excellent member of the Trust team, rather than serving simply as description of your previous positions or experience. Applicants that do not address these two points in a cover letter but instead simply outline past experience are unlikely to be considered. Applications will begin to be reviewed 9/20/21, but the position will remain open until filled.

The Chesapeake Bay Trust provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age or disability in accordance with applicable federal, state and local laws. We encourage applications from people of color.