MARKETING & DIGITAL MEDIA MANAGER

Golden State Salmon Association (GSSA) is seeking a full-time, entrepreneurial, hands-on Marketing & Digital Media Manager to join our growing, fast-paced organization and be a key part of our California salmon restoration efforts. If you believe salmon are a keystone species for people, businesses and the environment, are passionate about fishing or fisheries restoration, and have innovative marketing ideas and goals to reach diverse audiences, then we want to hear from you!

GSSA is a California nonprofit organization comprised of commercial and recreational salmon fishermen, related businesses, restaurants, a native tribe, conservationists, elected officials, families, and communities that rely on salmon. We are a small team that galvanizes diverse communities and takes on big, multifaceted problems facing California’s water and salmon policies — using a solutions-oriented approach spanning hydrology, hatcheries and habitat — with a can-do attitude and highly motivated individuals.

Learn more about our work at goldenstatesalmon.org

Summary

GSSA’s Marketing & Digital Media Manager will lead efforts to effectively reach, grow and mobilize the organization’s audience and deliver its message and mission through campaigns, branding techniques, and traditional, digital and social media. This is an exciting opportunity to implement and grow effective marketing strategies and collaborate with GSSA team members and a diverse coalition of partners, organizations, and businesses.

The successful candidate will conduct research and analyze trends to develop and implement marketing strategies that scale to meet our bold vision and support growth in membership, advocacy, engagement, and awareness. This will be accomplished through a variety of tools and techniques including, but not limited to, generating written, image and video content, overseeing campaign budgets, and managing and optimizing the organization’s website, email and social media.

Specific Responsibilities

- **Brand and Marketing Strategies:** Help develop and implement a brand and marketing strategy to engage current and future stakeholders and members, stimulate program support and membership development, and promote GSSA as an industry leader and change agent across California salmon issues. Refine and update the strategy based on key performance indicators.
- **Marketing Collateral:** Content creation for digital and print assets including ads, social media, website graphics, photographs, video, signage, and graphic design and layout for reports and newsletters – ensuring quality, consistency, and alignment with GSSA’s mission and goals.
- **Social Media:** Manage and generate social media (e.g. Facebook, Instagram, Twitter, LinkedIn) content adhering to best practices designed to grow GSSA’s audience and increase engagement and advocacy.
- **Email Marketing:** Manage email strategies and efforts including fundraising, e-newsletters, online auctions, and action alerts. Establish and use best practices such as A/B testing, optimized send and re-send times, develop targeting and list segmentation, and review and
analyze metrics.

- Website Management: Perform Wordpress website maintenance, updates to content, optimization and SEO, monitor analytics, and integration with other platforms.
- Advocacy: Assist GSSA team in developing and launching growth and mobilization of members, followers, and supporters across all platforms.
- Digital Ads: Create, monitor and adjust targeted Facebook, Instagram, Google Ads for Nonprofits, Microsoft Ads, and/or LinkedIn to increase awareness, support campaigns, and drive website traffic to meet the goals of GSSA and adhere to budget.
- Work closely with the Executive Director and Operations and Events Director to identify and execute the best mix of marketing channels and messaging styles to disseminate information across the organization’s diverse membership and constituency.
- Undertake other tasks as may be assigned by the Executive Director.

Qualifications, Skills and Abilities

- Minimum of 2 years of progressive experience in communications and/or marketing
- Demonstrated experience in managing social media platforms, particularly on Facebook, Instagram and Twitter
- Ability to manage a complex workload and balance projects to achieve quality results in a timely manner
- Ability to maintain a collegial sense of humor and grace under pressure
- Problem-solving, consensus building and analytic capabilities
- Familiarity and/or proficiency in a variety of marketing tools and platforms including but not limited to social media, email communications, SMS text communications, WordPress, Adobe Creative Cloud, Microsoft Office Suite, Google Ads, Analytics and Docs, and Meltwater
- Graphic design, document layout, video creation and editing

Terms

Salary: $42K-55K per year. Salary is commensurate with experience and comparable to other similar-sized nonprofit organizations. This is a full-time, exempt position.

Location: Remote

Hours: 40 hours/week, Monday-Friday. This position may require travel and occasional work on weekends and evenings to support campaigns and events.

How To Apply

Please submit your cover letter, resume and selection of marketing samples/portfolio to scott@goldenstatesalmon.org. Use the subject line: “Marketing & Digital Media Manager” followed by your name.

Applications are reviewed on a rolling basis.

Golden State Salmon Association is an equal-opportunity employer. Thanks for your interest and we look forward to meeting you!