



Friends of Cape Falcon Marine Reserve

Title: Cape Falcon Marine Reserve Public and Media Relations Coordinator
Reports to: Friends of Cape Falcon Marine Reserve Chair (supervisor), Lower Nehalem Community Trust (fiscal agent)
Status: Part time, independent contractor position
Wages & Hours: \$25 per hour. \$5,000 total over 10 months (April 2018– February 2019)
Benefits: None
Deadline: 3/15/2018

Background & Overview:

Located off Oswald West State Park between Cannon Beach and Manzanita, Oregon, the Cape Falcon Marine Reserve went into effect on January 1, 2016. It is in the northernmost of Oregon's five marine reserve complexes. Oregon's marine reserve goals are to 1) conserve marine habitats and biodiversity and 2) provide a framework for scientific research and effectiveness monitoring.

Friends of Cape Falcon Marine Reserve (Friends) formed in 2014 to increase local North Coast residents and visitors' understanding and appreciation of the Cape Falcon Marine Reserve. This diverse stakeholder group is made up of conservation group representatives and local community members. Goals include: provide outreach and education to local citizens and visitors about the Cape Falcon Marine Reserve; support Cape Falcon Marine Reserve implementation by agencies; and encourage and support research and monitoring activities in the marine reserve.

The Friends of Cape Falcon Marine Reserve is seeking a Public and Media Relations Coordinator to assist with public relations work, including press releases, social media content development, and development of printed outreach materials. This is a grant-funded, term contractor position with opportunity to extend, depending on future funding.

Primary Duties & Responsibilities:

Responsible for creating, implementing and measuring success of a public relations (PR) program that advances the goals of the Friends of Cape Falcon Marine Reserve. Primary duties include:

- Development of a public relations plan, coordinate key meetings with in the community, and pitch stories to media sources
- Develop compelling social media content related to marine reserve, ocean conservation, promoting the organization and the groups events (expected that 100-200 Facebook and Instagram posts will be created)
- Assist in development of hospitality package: Outreach within business community, development of material with assistance from Outreach Coordinator, professional graphic design of materials
- Development of success booklet: graphic design of Friends report document for local leaders and decision makers; infographic development; secure photos; assist text edits to produce final document
- Press coordination and releases: Assist with the development and release of 2-4 press releases related to Friends activities, marine reserve updates, and includes attending events, taking photos, encouraging media to cover events/do stories.

- Radio coverage: In conjunction with press releases, contact radios to assist in securing spots to talk about topics of two press releases.

Work Environment

This position requires working both independently and as a team player to coordinate a volunteer-based organization. The Public and Media Relations Coordinator works in both office and outdoor settings. Preferably the Coordinator will be based on the North Oregon Coast, working out of a home office. Outdoor work typically involves physically demanding activities such as walking and hiking in rough terrain in all kinds of weather conditions. The Coordinator must have valid driver's license, a good driving record and a reliable motor vehicle with drivers insurance. A background check may be completed. Applicant must be comfortable working and living in a rural coastal community. Evening and weekend work will be required. Occasional overnight travel may be required.

Supervisory Responsibility:

None

Qualifications:

Education & Experience

- Bachelor's degree from accredited university required;
- PR/Media writing and outreach experience with preference given to individuals with natural resource, grassroots organization, outdoor recreation and/or scientific research experience
- Basic graphic design and social media experience

Knowledge, Skills & Abilities

- Knowledge of marine science preferred.
- Well-organized with excellent oral and written communications skills.
- Good people skills and able to communicate with diverse audiences across different social and political backgrounds.
- Ability to work independently to establish priorities and manage time effectively.
- Computer proficiency including email, the Internet, Microsoft Word, Excel, and PowerPoint.
- Background in social media marketing
- Able to formulate information in attractive and easily understood format for public. Information may include science content, economic data, outreach efforts, and more
- Experience with press release development

HOW TO APPLY

To apply, email a detailed cover letter, a resume and three references to capefalconmr@gmail.com. A single PDF document is preferred. Direct questions to Board Chair Nadia at the above email. All applications must be submitted by March 15, 2018.

Equal Opportunity Employer

Our commitment to diversity includes the recognition that our work is best advanced by the leadership and contributions of men and women of diverse backgrounds, beliefs and culture. Recruiting and mentoring staff to create an inclusive organization that reflects our diverse communities' character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, protected veteran status or other status protected by law.