

NORTHWEST MARITIME CENTER

Port Townsend, Washington



JOB DESCRIPTION: Communications Coordinator

With a focus on digital communications and web design, the Communications Coordinator will join a dynamic Communications team. They will create and implement communications and marketing materials and strategies for the NWMC and all of its sub-brands, under the direction of the Communications Director and in collaboration with the Communications Manager. They will also coordinate with appropriate NWMC team members to achieve these objectives.

The ideal candidate will be comfortable navigating the various digital/web-based duties, but also able to jump in and help out where needed—this might include building print ads or other print materials, updating community event calendars, and more.

PRIMARY RESPONSIBILITIES:

- Work with the Communications Director and department managers to maintain, update, and improve existing websites, and to design and build new websites for NWMC
- Improve SEO across all of our websites
- Track Google Analytics across all of our websites and work with the Communications Director to develop and implement strategies for increasing web traffic
- Coordinate with the Communications team and NWMC staff to plan and design marketing emails
- Work with Communications team to plan and execute social media content and strategies
- Photograph events and programs happening on campus for social media purposes

GENERAL OPERATIONS

While this position's primary responsibility is in digital communications and web design, the Communications Coordinator will work as part of the NWMC team to ensure smooth operations for the organization as a whole. This could include providing information to visitors to the Maritime Center and helping out in projects and events that require all-hands-on-deck, to helping tie up a vessel coming into our dock because you happen to be standing there. We all pitch in for the heavy lifting now and then—sometimes this is metaphoric; occasionally we all have to actually help lift something heavy.

MINIMUM QUALIFICATIONS

- 2+ years experience (or education equivalent) in web design
- Intermediate or advanced in CSS/HTML
- Extensive WordPress experience
- 2+ years experience (or education equivalent) in implementing Search Engine Optimization



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- Proficient in Google Analytics with 2+ years experience (or education equivalent) in using GA findings to develop strategies for increasing web traffic
- 1+ years experience (or education equivalent) in social media strategy and implementation
- Demonstrable skills (web design portfolio, social media examples, graphic design portfolio, etc.)
- Familiar with mass email platforms
- Keen design eye and high attention to detail
- Professionalism regarding time management, costs, and deadlines
- Team player

PREFERRED QUALIFICATIONS

- Experience using Adobe products, specifically Photoshop, InDesign, and Illustrator
- Ability to multitask
- Can-do, problem-solving attitude
- Sense of humor
- Boating knowledge is a plus, but not necessary

WHY YOU WANT TO WORK HERE

“There are rare moments when organizations have the combination of a talented and motivated staff, a powerful board, a healthy and productive work culture, and are executing well on existing programs but still innovating and looking for the next step—we’re in that moment, and it’s exciting.” At least that’s what we were saying in January of 2020, and it looks like we will be there again sooner than we anticipated.

Like all organizations, the current pandemic has had significant impacts on our organization and our ability to serve our community. We shifted activities and made some hard choices but did so to preserve the resources that would enable us to rebuild when public health allowed us to return to normal service levels.

The NWMC is dynamic, growing, and making a difference in our community and taking an increasing role in the region. We serve individual students and program participants, but we also work to help solve community problems like systemic improvements in our public schools, economic development, job training, and working regionally to pair the opportunities in the maritime industry with the need to address systemic oppression in communities of color. Plus, all of the fun stuff like kids’ programs, festivals, and adventure races. Our waterfront campus is vibrant, with a multitude of compelling activities, and all of them done to meet or advance industry best practices. In the words of one of our board members: “We don’t do B work.”

On top of it all, you’d get to work on the water and live in Port Townsend: natural beauty, heritage buildings, arts community, wooden boats, zero traffic jams, and plenty of nature to social distance in. The Northwest Maritime Center’s relative scale to our small town means that the effects of our success can be observed in the success of our community. You’ll be doing meaningful work for the place in which you live, and your efforts will make a tangible difference.



Right team, right moment, the right momentum, and the chance to move the needle for the prosperity of an entire community: That's why we get excited to come to work in the morning, and that's why we think you should want to be here too.

The Northwest Maritime Center is an equal opportunity employer that welcomes and encourages individuals of all cultures and communities to apply.

Submit resume and cover letter to apply@nwmaritime.org. Include "Communications Coordinator" in the subject line.

Position is full-time, 32 hours/week

Offices are located at 431 Water St., Port Townsend, WA 98368

Reports to: Communications Director

Wage: \$21 – \$23 per hour non-exempt – DOQ

Deadline for applications: December 18, 2020

