

NORTHWEST MARITIME CENTER

Port Townsend, Washington



JOB DESCRIPTION: Content and Social Media Specialist

We are looking for an experienced multimedia storyteller to manage our social media channels and generate compelling content. You will be responsible for developing strategies to grow our audiences; creating original written, photo, and video content; aggregating and sharing content from program participants including students, racers, boaters, and photographers; creating and managing posts and ads; and responding to followers.

Our ideal candidate is up-to-date with the latest social media trends and algorithms, with an understanding of how effective marketing and communications can drive impact. You should have excellent communication skills and be able to promote the Northwest Maritime Center's events, classes, and initiatives in creative ways that engage and grow our audiences while staying on brand visually and verbally.

We need someone able to capture stories and content on our campus and in the Port Townsend area on a regular basis (frequency varies throughout the year). You would also be embedded with our talented media team during Race to Alaska and SEVENTY48, which involves 2-3 weeks of travel by boat during the summer (June-beginning of July).

PRIMARY RESPONSIBILITIES:

- Manage Northwest Maritime Center and related brands' social media channels, content schedule, and content generation under the leadership of the Communications Director
- Work with Communications Director, department managers, and Communications team to develop and execute social media strategies that promote brand awareness, drive participation in classes and events, engage followers with our mission, and grow our audiences
- Generate and post compelling multimedia content for websites and social media—including written word, video, and photography—to tell the NWMC story and achieve business goals
- Manage social media ads, including building target audiences and working within advertising budgets to grow audiences, and drive ticket sales and class registrations
- Monitor social media account activity and respond to comments and messages in timely fashion
- Aggregate relevant content and stories from program participants, race teams, boaters, photographers, industry professionals, etc. for reposting and sharing to our accounts
- Work with Communications team and department managers to plan and execute "Race on" and "Festival on" social media strategies for the Adventure Races and Wooden Boat Festival— involves being embedded with the media team during the Race to Alaska and SEVENTY48
- Execute social media fulfillment requirements for event sponsorships
- Train and manage select volunteer media corps during big events



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- Work with the Communications team on other projects as needed, which may include blast emails, copywriting, copyediting, graphic design, etc.
- Other duties as assigned

GENERAL OPERATIONS

While this position's primary responsibility is in multimedia storytelling and social media coordination, the Content and Social Media Specialist 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 managing organizational (business or nonprofit) social media accounts—at minimum Facebook and Instagram
- Excellent storytelling skills and ability to capture the heart and energy of the Northwest Maritime Center and our initiatives via photo, video, and written word
- Solid understanding of social media algorithms, trends, business manager, and ads manager
- Excellent copywriting skills and ability to match various brand voices. Copy must adhere to high grammatical and spelling standards, ensuring factual correctness and readability
- Photography & videography skills—understanding of framing, lighting, etc.
- Video editing skills (beginner-intermediate is great; advanced is even better)
- Ability to match brand aesthetic
- Familiar with Adobe Photoshop, Illustrator, or InDesign
- Ability to multitask and set priorities
- Engaged team player
- Boating knowledge

HELPFUL QUALIFICATIONS

- Knowledge of wooden boats and culture
- Graphic design skills

APPLICATION PROCESS

- Submit resume and cover letter to apply@nwmaritime.org. Include "Content and Social Media Specialist" in the subject line.
- Include links to relevant samples of work, which could include social media case studies, writing samples, video or photography portfolio, and/or graphic design portfolio
- Deadline for applications: Open until filled, application review begins August 5, 2022



WORK LOCATION & SCHEDULE

- Position will require onsite work and some summer travel. Some work may be done remotely. Some international travel is required (Canada)
- Offices are located at 431 Water St., Port Townsend, WA 98368
- Full-time, 30 hours/week on average; temporarily increasing to 45+ during Adventure Races (mid-June to beginning of July, exact time frame varies slightly year to year)

WAGE RANGE & BENEFITS

- \$20 to \$23 per hour, non-exempt
- 100% company paid Health, Dental, and Vision + contributions to HSA account
- Flexible schedule, paid time off, employee discounts

COVID-19 PRECAUTIONS

- Following all local, state, and federal guidelines to keep everyone safe
- All staff are strongly encouraged to be fully vaccinated against COVID-19, verification will be required

WHY YOU WANT TO WORK HERE

There are rare moments when organizations have the combination of a talented and motivated staff, an engaged board, a healthy and productive work culture, are executing well on existing programs but still innovating and looking for the next step—we're in that moment, and it's exciting.

The NWMC is dynamic, 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 a board member: "We don't do B work."

On top of it all, you'd get to work on the water in Port Townsend: natural beauty, heritage buildings, arts community, wooden boats, zero traffic jams. 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 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. Read our Anti-Racism & Inclusion statement [here](#).

