

Position Summary

The Communications Officer will advance the mission, vision, and core values of New England Science & Sailing Foundation (NESS) through the implementation of the strategic communication plan across digital platforms. This role will support NESS's brand, programs, and fundraising activities. This position requires the ability and flexibility to prioritize activities and requires a comprehensive understanding of NESS's programs and fundraising activities. As a passionate, energetic professional, the Communications Officer has an impactful role on an award-winning team in a rapidly growing organization.

Duties and Responsibilities

- Develop and implement a content calendar for social media platforms including Facebook, Instagram, YouTube, and LinkedIn.
- Create content for social media platforms that is intentional and creates brand consistency.
- Use the platforms to their full potential by using stories and reels.
- Design campaigns for paid advertising opportunities.
- Engage with NESS's audience to create a conversation and grow our followers.
- Track metrics and analytics to determine ROI and identify areas of potential growth.
- Maintain NESS's website with particular attention to SEO and data metrics.
- Create email marketing content to target specific audiences.
- Develop content for NESS's blog by working with the education and fundraising teams to bring our ocean adventure education programs to a larger audience.
- Manage content on all platforms to drive traffic to the NESS website.

Requirements

Education/Certifications

- Bachelor's degree
- Degree in communications, public relations, or marketing strongly preferred.

Skills/Knowledge/Experience

- Minimum 2 years of social media management experience, including paid campaigns.
- Minimum 2 years of website management experience.
- Prior experience with Constant Contact Email Marketing (or similar CRM) preferred.
- Prior experience with WordPress preferred.
- Understanding of SEO and web traffic data.
- Strong computer skills (Word, Excel, PowerPoint, Outlook, Adobe Suite).
- Highly organized and detail oriented.
- Ability to work independently and cooperatively within a team environment.
- Proactive with a strong work ethic.
- Exceptional written and oral communication skills.

Compensation commensurate with experience and includes comprehensive benefits package.

NESS is an Affirmative Action/Equal Opportunity Employer

To empower students with a love of learning through ocean-based experiential programs that serve schools, teachers, and families.

About NESS: New England Science & Sailing Foundation (NESS) offers a unique education model that empowers students with leadership, teamwork, confidence, and problem-solving skills to ensure academic success. It is NESS's mission to empower students with a love of learning through ocean-based experiential programs that serve schools, teachers, and families. Our goal is to advance academic opportunities for K-12 students of all backgrounds in both urban and suburban markets. We hope you will play a role in helping us continue this important educational mission—in person, online, or on the water! This STEM-based curriculum includes marine science, sailing, power boating, and adventure sports. NESS is the first, and only, program of its kind to be accredited by New England Association of Schools and Colleges (NEASC). *For more information, visit www.nessf.org*

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PO Box 733 • Stonington, CT 06378 • 860.535.9362 • www.nessf.org