



POSITION DESCRIPTION

JOB TITLE:	DIGITAL MARKETING ADMINISTRATOR
SALARY RANGE:	Commensurate with experience
LOCATION:	South Florida (Tavernier, FL twice a month)
JOB STATUS:	Full Time, Exempt
SUPERVISOR:	Marketing & Communications Director
SUBMISSION:	Email Application Material to: beth@coralrestoration.org

APPLICATION MATERIALS

1. Cover letter that speaks to your interest in being a part of CRF™ conservation mission and what you can bring to this dynamic team in this role (limit 1 page).
2. Resume presenting related experience concisely and directly addressing items in this position description (limit 2 pages).
3. Contact information and relationship to applicant for two references. Please note, if applicants are formerly associated with CRF™, references should come from outside the current CRF™ Team.

ABOUT THE CORAL RESTORATION FOUNDATION™

CRF™ is a United States (US) 501(c)3 tax-exempt non-profit ocean conservation organization. The core mission of CRF™ is to restore coral reefs, to educate others on the importance of our oceans, and to use science to further coral research and coral reef monitoring techniques.

CRF™ does not believe that the plight of coral reefs in the 21st century is hopeless. CRF™ has developed a strategy for coral reef restoration that exists at the intersection of four core CRF™ programs: (1) restoration, (2) science, (3) education, and (4) global.

Total CRF™ contributions and other financial support were approximately \$3.5 million in 2020, \$4.7 million in 2021, \$5.9 million in 2022 and \$5.8 million in 2023. This public and private support growth is proportionately reflected in growing staff activities such as nursery maintenance, coral transplantation, data collection, boat and warehouse operations, contract negotiation and compliance, and other administrative activities. Funding has been a mix of public grants and foundation donations. In recent years CRF™'s contributions to reef restoration have been acknowledged through numerous accolades and consistent media coverage.



CORE VALUES

The chosen candidate should embody the core values of CRF™. This includes being team-oriented and working with a diverse group of staff, interns, volunteers, donors, and community members.

CRF™ Values Statement: CRF™ is driven by action and results. CRF™ believes that we provide hope for coral reefs and future generations through education and innovation. We always act with honesty, respect, and integrity as representatives of the organization. CRF™ promotes a positive working environment that values teamwork, education, and financial stewardship of the resources entrusted to us. Through mentorship, we cultivate an immersive environment to develop employees, volunteers, and interns.

ESSENTIAL FUNCTIONS

The Digital Marketing Administrator reports directly to the Director of Marketing & Communications and is responsible for developing and managing the operating plan and budget for the organization's digital marketing efforts.

This role oversees all social media platforms, ensuring consistent branding and audience engagement. Responsibilities include leading content development with contracted photographers and managing social media partnerships. The Administrator also provides guidance to the Social Media Associate by reviewing and approving content and supporting their professional growth to strengthen the organization's digital presence.

The Digital Marketing Administrator will oversee and execute strategies primarily across social media platforms to build donor engagement and expand the organization's reach. This role involves developing fundraising campaigns, strengthening relationships with brand partners and collaborators, and using social media to drive visibility, engagement, and support for our mission.

Additional duties include managing the lead database and overseeing the planning and performance of email campaigns. The Administrator will also manage paid advertising through Meta, optimizing spend and targeting based on performance metrics.

Applicants should possess strong leadership in marketing initiatives, excel in written communication, and demonstrate expertise in crafting concise, impactful media content that captures attention. They must have exceptional accuracy, attention to detail, and the ability to convey scientific concepts in an engaging manner suitable for diverse audiences.

Bachelor's degree or higher and at least three to four years of professional experience in relevant field. Must be self-motivated with the ability to work independently or in a team setting. Must have excellent organization and leadership skills. Creativity is a must with attention to detail and the



ability to multi-task. Flexible days and hours are essential to attend occasional evening or weekend events.

RESPONSIBILITIES (Including but not limited to)

- Responsible for developing and overseeing the Operating Plan and Budget for all digital marketing efforts and assets of responsibility.
- Review and approve content from the Social Media Temp Associate to ensure consistency with brand voice and organizational goals.
- Manage the social media calendar, planning posts for maximum reach, engagement, and impact.
- Support the professional development of the Social Media Temp Associate through mentorship, performance feedback, and the sharing of best practices.
- Identify and execute strategic brand collaborations in merchandise to generate excitement, expand audience reach, and elevate visibility.
- Lead social media strategy to attract and engage donors by aligning with major brands, collaborators, and influencers. Develop and promote fundraising campaigns that drive visibility, engagement, and support.
- Collaborate with the marketing team to drive merchandise sales through coordinated efforts across social media, email, and paid campaigns.
- Drive efforts to grow reach across platforms, with a 2025-2026 goal of a 15% increase in followers. Monitor social media trends, tools, and platform changes to ensure the organization stays current with best practices.
- Oversee the organization's lead database and manage all email newsletter campaigns from creation through distribution. Analyze campaign performance and track KPIs to improve engagement rates and inform ongoing strategy.
- Coordinate cross-departmental collaboration to gather content for blog articles and work with the marketing team to align social media, blog, and email strategies with broader communications goals.
- Develop and manage paid advertising campaigns on social media platforms (e.g., Meta), tracking spends and adjusting efforts based on performance.
- Manage intern involvement within the Marketing and Communications department, including project assignments, mentorship, and professional development opportunities.

REQUIRED SKILLS AND KNOWLEDGE

- Bachelor's degree or higher and at least two years of professional experience in relevant field.
- Proven aptitude for content creation and the ability to communicate seamlessly with a variety of different audiences both verbally and written.



- In-depth knowledge of various social media platforms' best practices and trends.
- Self-motivated with the ability to implement and drive projects from conception to launch.
- Exceptional writing skills, both short and long form.
- Keen sense of creativity, imagination, and innovation.
- Exemplary interpersonal skills, with the ability to collaborate with other programs and departments within foundation.
- Ability to analyze consumer metrics, reports, and trends.
- Strong project management skills.
- Practical understanding of SEO and SEM strategy and analytic tools such as Google Analytics.
- Working knowledge of Sprout Social, Mailchimp, Microsoft Office (Word, Excel, Power Point).

PREFERRED QUALIFICATIONS

- Extensive knowledge of coral restoration or marine conservation non-profits.
- Certified Scuba Diver.
- Proficiency in photo and video editing software.
- Experience with Word Press (including light backend work, such as blog entries and minor text edits).

PROBLEM SOLVING ATTRIBUTES

- Critical thinking to adapt or modify processes in response to changing circumstances.
- Coordinate multiple simultaneous tasks with many variables by evaluating competing/overlapping requirements or interests and prioritizing appropriately.
- Solve routine problems independently; consult with colleagues/management for unusual or complex problems.
- Clearly and professionally articulate solutions, support, and help to a diverse staff with varying technological needs and experiences.

PERSONAL CHARACTERISTICS

- Deep integrity, with an unwavering commitment to ethical behavior and communication.
- Consistently demonstrate professional, positive, and approachable attitude/demeanor.
- Strong interpersonal skills: able to develop and manage productive relationships with internal and external partners who contribute to the department's goals.
- Demonstrated interest in environmental issues and marine conservation.

TEAMWORK AND EFFECTIVE COMMUNICATIONS

CRF™ operates with a small staff and rely on our seasonal interns as well as local volunteers to accomplish our mission and work effectively. We are a lean operation, and teamwork is crucial to our success. Being an effective team member means not only having the ability to work with your



fellow staff members but also to be a positive example to our interns and volunteers. This position requires the person to be able to work well with and communicate with a diverse group of people including fellow staff, interns, volunteers, the public, donors, and partners.

WORKING CONDITIONS/PHYSICAL EFFORT

Typical work week is 5 days per week over the course of Monday through Sunday, 9-5pm or modified to meet mission expectations. Work may require some physical strain, and candidates must be able to carry 25 pounds. A willingness to travel locally and work flexible hours (e.g. for community events or at offsite facilities) is essential. Work environment involves frequent exposure to various elements (sun, heat, wind, rain, cold, etc. CRF™ requires Covid Vaccination (subject to applicable federal/state guidelines) to join our team.

Coral Restoration Foundation™ is an Equal Opportunity Employer.