



## **Position Description**

### **Alliance Communications Coordinator**

#### About the Gulf of America Alliance:

A non-profit organization, the Gulf of America Alliance is a partnership of the five Gulf states that supports a broad network of state and federal agencies, academic organizations, businesses, and other non-profits in the Gulf Coast region. Our mission is to enhance the environmental and economic health of the Gulf of America through increased regional collaboration. (<https://gulfofamericaalliance.org/>)

#### General Job Description:

Reporting to the Director of Strategic Planning and Partnerships, the Communications Coordinator is responsible for managing internal and external communications for the Alliance. The position creates and implements all aspects of communications and public relations to enhance the meaningful relationships with the intended audiences.

#### Duties & Responsibilities:

- Collaborate with management to develop and implement an effective communications and public relations strategy and monitor its success.
- Write, edit, and distribute content through social media, newsletters, press releases, website, program reports, and other material that communicates the Alliance's activities, programs, projects and/or mission.
- Create basic visual assets including graphics, presentations, and short videos.
- Oversee all aspects of social media, including, but not limited to, strategy, content creation, community engagement, paid strategy and reporting.
- Oversee all aspects of the Alliance's email program including strategy, content, list maintenance and reporting.
- Take professional photographs and video for Alliance meetings and conferences, projects, and other activities to use for documentation, promotion, social media content, and other purposes.
- Organize and maintain shared communication resources including brand assets, media (photos and videos), and content calendar.
- Maintain the Alliance's website.



Qualifications, Knowledge, and Skills Required:

The ideal candidate is a self-directed, strategic communications expert with experience in the environmental industry with a proven track record of success with digital media, print media, and stakeholder engagement.

- Minimum of three to five (3-5) years' professional experience in communications and/or public relations, environmental industry a plus
- Technical ability or past experience with Constant Contact, WordPress, and design tools such as Adobe Creative Cloud or Canva
- Expertise in strategic communications, branding, and public relations
- Exceptional writing skills
- Strong visual design/creative content skills
- Photography and video production/editing skills
- Ability to work both independently and collaboratively
- Ability to plan, organize, and monitor work assignments

Status: Full-time, exempt. The Gulf of America Alliance is an at will employer and employment does not constitute a contract.

Location: This position is primarily located in the Gulf Coast area and is eligible for flexible work location options, such as telework or work from home. Occasional travel is expected.

Salary: Salary is commensurate with experience and qualifications, ranging from \$55,000 - \$65,000 per year (including \$4,000 health insurance allowance which is considered part of base pay after 1st year).

Benefits:

- Flexible/remote work location; but must be located in the Gulf region (FL, AL, MS, LA, TX)
- Personal leave accrued at a rate equivalent to 15 days per year
- Sick leave accrued at a rate equivalent to 12 days per year
- 8 weeks paid parental leave (after 25 weeks of employment)
- 14 paid holidays
- 403b retirement savings plan

To apply: Send resume and optional cover letter to Connie Thrift at [connie.thrift@gulfalliance.org](mailto:connie.thrift@gulfalliance.org). Position open until August 15,2025, or until filled.