

Bay Ecotarium/Bay.Org (DBA: Aquarium of the Bay)

Job Description

POSITION TITLE: Manager, Strategic Content and Media Engagement

DEPARTMENT: Strategic Promotions

SUPERVISOR: Director, Strategic Promotions

SCHEDULE: Full-time

REVISED: October 2018

The Bay Ecotarium/Bay.Org is the leading institution of climate change, water conservation and education. Our six institutions, including: Aquarium of the Bay at PIER 39, Sea Lion Center at PIER 39, Eco Center at Heron's Head Park, The Bay Institute, Bay Academy and The Bay Model. We seek an experienced strategic content and media engagement professional, who is looking for an opportunity to reconceive the climate and conservation-going experience. Be The Movement.

OUR MISSION

Enabling conversations on climate resilience and ocean conservation globally, while inspiring actionable change locally by protection and preservation of the San Francisco Bay and its ecosystems, from Sierra to the Sea.

OUR VALUES

From our Staff and Board to our visitors, and community partners, we value a range of perspectives and a diversity of backgrounds—and know we make the greatest impact when a full range of voices is represented. We are committed to what we do because we believe in our mission. We are committed to approach our work with a sense of adventure in an exciting, educational environment.

OUR STRATEGIC GOALS

1. To create awareness in who we are and the programs and experiences we offer to visitors from around the world.
2. To offer the best possible guest experience in all that we offer.
3. To educate and entertain as we share the importance of climate change, our environment and conservation.

POSITION: The **Manager, Strategic Content and Media Engagement (SCME)** reports to the Director, Strategic Promotions (DSP) and is responsible for creating and delivering an innovative service-focused experience for all visitors and members, through trackable media engagement and communications content. The SCME oversees the media engagement program, and delivers a consistent on-brand experience across touchpoints, including, but not limited to, the visitor onsite experience, marketing and communications, web/digital and email communication with the goals of:

- Meeting annual attendance and ticket revenue goals
- Increasing the institutions market share of media exposure, coverage and tourists
- Increasing the number of repeat visitations
- Increasing membership conversions
- Increasing social media recommendations and positive sentiment
- Improving the institutions word-of-mouth/Net Promoter Score
- Engaging visitors from underrepresented audiences and communities

The position works across departments to create excellent visitor experiences, ultimately fostering long-term relationships with visitors and members.

The SCME works with the staff and board members of The Bay Ecotarium/Bay.Org in development the institutions communications program and implementing the plan with weekly deliverables. The SCME will provide weekly progress updates as well as keep the institutions media contacts in our SalesForce CRM.

KEY RESPONSIBILITIES:

- Networking with local, regional, state and national media for story pitches and building relationships.
- Fielding media inquiries and making story pitches to the media.
- Creating media releases for all of Bay.Org institutions for events and information.
- Responsible for the content of the quarterly EcoCurrent Newsletter.
- Working with the Director, Strategic Promotions develop an effective advertising campaign with strategic messaging
- Creation of online media content for the social media team, such as online storytelling and institutional messaging.
- With the President & CEO, work to counter negative publicity and handle crisis and emergency communications.
- Set annual performance goals in consultation with the Director, Strategic Promotions and President & CEO with measurable deliverables to be reviewed monthly.
- Work to engage institutional awareness and drive ticket sales and revenue while delivering the Bay Ecotarium/Bay.Org brand promises.
- Leads visitor engagement program focusing on underserved audience groups, including tourists, visitors with varying ability status, and families
- Oversee visit planning tools, working with internal partners to collaboratively address the physical and digital planning needs of visitors during pre-visit, visit, and post visit.
- Represent The Bay Ecotarium/Bay.Org at appropriate media and consumer related events and functions.
- Work closely with the divisions and departments of The Bay Ecotarium/Bay.Org to group tourist market segments in effective, innovative and creative media.

QUALIFICATIONS:

Education and Training: Bachelor degree in a related field from an accredited college or university.

Work Experience: minimum of 3 years of experience in the tourism and hospitality industry.

Skills and Abilities:

- Skill in creating, planning and delivering successful visitor experience and engagement strategies across the lifecycle of the visitor/customer journey
- Experience with forecasting and projecting
- Entrepreneurial, pro-active, results-driven, energetic, dedicated, diplomatic, and able to maintain a sense of humor and grace under pressure
- Team player with proven ability to work collaboratively within complex and highly matrixed organizations, as well as build relationships with external constituencies.
- Proven track record of managing and motivating a large staff in a fast-paced service-centric environment
- Demonstrable knowledge of current trends and best practices for increasing visitor/customer attendance, engagement and satisfaction
- Creative, strategic thinker with excellent organization, program management, planning and administrative skills, with ability to prioritize and coordinate multiple activities to meet deadlines
- Excellent verbal and written communication skills

- Experience with ticketing/pos systems recommended as well as SalesForce CRM
- Desirable but not essential, knowledge of tourism attraction/aquarium operations, the tourism industry, and tourism marketing
- Experience with developing and maintaining complex budgets
- Knowledge of PC-based software, including Outlook, Word, PowerPoint, Excel, Photoshop, project management applications such as Asana or Basecamp

WORKING CONDITIONS:

Physical demands: Combination of sedentary and active work. Must have an active/daily presence in the public spaces of our institutions, in order to be able to inspect work visually and have face-to-face communication with front line staff and visitors.

Special environmental factors: Public and office environment. Work schedule includes evenings, weekends, holidays, and limited travel.

Please email resume to hr@bayecotarium.org to apply