



## Digital Media Specialist

### *Position Description*

**Status:** Full Time

**Compensation Type:** Salary

**FLSA Classification:** Non-exempt

**Benefits Eligible:** Health, Dental, Vision Insurance eligible first of the month after 60 days of employment. Benefits include Simple IRA matching funds for retirement.

**Hours:** Standard work week, with flexibility to work non-standard hours and weekends

**Reports to:** Director of Education & Outreach

**Location:** Remote, based in United States

### Position Overview

The Digital Media Specialist position offers an exciting opportunity for a digital content specialist experienced in representing a brand or organization to join our small nonprofit team to help position [Ocean Exploration Trust](#) (OET) as an innovator in ocean exploration, education, and outreach.

The Digital Media Specialist will work with Education, Video Production, and Science team members remotely located across the United States to oversee, develop and implement creative, engaging, and inclusive social media messaging and website content targeted for Nautilus Live key audiences, including students, educators, scientists, and the general public who follow our deep sea expeditions, team, and ship around the world.

This role requires a proactive self-starter with a strategic understanding of social media best practices, brand management, and strong writing skills to lead digital media and social care, envision and create innovative content, maintain the Nautilus Live voice across platforms, and increase our online community engagement. This is a remote, primarily shore-based position that may participate in OET expeditions on land or at-sea in a communications-focused role.

OET is committed to include, amplify, and make space for more Black, Indigenous, Latinx, Asian, Pacific Islander, LGBTQIA+, and historically marginalized voices in the deep sea and STEM communities. Candidates with these identities are warmly encouraged to apply.

### Primary Responsibilities

- Lead the development of a creative and engaging digital plan for Nautilus Live social media and website content as part of OET's Education & Outreach strategy including scheduling, content development, social care, and reviewing video productions.
- Develop and implement social media and website content with goals including target audience growth and creative differentiation in the online science communication space.
- Generate (including fact-checking and proofreading) and publish content on multiple platforms including: Facebook, Twitter, Instagram, YouTube, LinkedIn, Twitch, and the Nautilus Live website.
- Work closely with the OET Production team to determine priorities, develop scripts, fact-check, and review drafts of video productions for social media and the Nautilus Live website.
- Manage social care by actively generating and engaging with community conversations across social platforms and with target education audiences, including during nonstandard work hours as needed.



- Collaborate on digital storytelling campaigns with existing expedition and education partners and assist in forming new connections with content producers in the scicomm space.
- Track and share progress on cross-team content development through organizational project management and calendaring tools including Google Suite and Asana.
- Monitor, analyze, and report on social media metrics and best practices to continuously optimize reach and engagement.
- Develop press releases and press kits for external media distribution for proactive media pitches and reactive discovery media alerts.
- Generate, edit, publish, and distribute newsletters for public audiences.
- Assist Education & Outreach team with other duties as needed including facilitating OET at-sea programs and the annual Science Communication Workshop.
- Optional: potential to participate in OET expeditions on land or at-sea as needed in a communications-focused role.

## General Requirements

- At least 2-3 years of professional experience creating and distributing digital content for an organization or professional brand on platforms including but not limited to: Facebook, Twitter, Instagram, YouTube, Twitch, TikTok.
- Experience representing a brand voice and/or engaging and building social communities.
- Interest in ocean science, engineering, technology, and STEM career development fields
- Creative storytelling ability and demonstrated initiative to stay up-to-date with best practices for developing social media content.
- Graphic design or layout skills (infographics, animations, promotional materials, memes, etc)
- Self-starter able to work autonomously as the position will be assigned projects with limited remote supervision.
- Reliability working with deadlines for creating drafts and completed materials, and ability to work flexible hours and weekends when needed.
- Strong attention to detail and proofreading for spelling, grammar, file naming, etc.
- Excellent interpersonal and organizational skills, comfortable working with remote team members.
- Commitment to contribute to an inclusive working and learning environment both onshore and at sea.
- Eligible to work in the United States.

## Preferred Experience: (any one or more is a bonus, all not expected)

- Enthusiasm for science storytelling and translating complex ideas for general and education audiences; familiarity with ocean exploration or marine science helpful but not required.
- Familiarity with innovative K-12 education practices, educator professional development, or STEM education community networks.
- Familiarity with digital advertising, including paid social ads, SEO, contests, etc.
- Familiarity with live events as a presenter and/or facilitator on social media (Facebook Live, Instagram Live, Twitch, Youtube, etc).
- Experience working with geodatabases, data visualization, or ArcGIS StoryMaps
- Multilingual, professional fluency in any language beyond English

## To Apply

Submit your application including the following elements via [online form](#) by July 30, 2021.

- Cover Letter
- Resume
- 3-4 representative samples of your work (links to public social media posts preferred)



We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more innovative and inclusive organization.

Please reach out with any questions to [careers@oet.org](mailto:careers@oet.org).

### **Work Authorization & Organizational Policies**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.

Ocean Exploration Trust is an equal opportunity employer. It is our policy to prohibit discrimination and harassment of any type and to afford equal employment opportunities to employees and applicants, without regard to race, color, religion, sex, national origin, age, disability, genetic information, gender identity, or veteran status. We are committed to creating a diverse environment and are proud to be an equal opportunity employer.