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Position Specification



The Marine
Mammal Center®

Director of Marketing & Communications

01 January 2023



Carlson Beck advises **The Marine Mammal Center** on the basis of an exclusive consulting assignment. The following details are for your information and should be kept **confidential**.



The Marine
Mammal Center.

POSITION SPECIFICATION

THE POSITION: DIRECTOR OF MARKETING & COMMUNICATIONS

REPORTS TO: CHIEF ADVANCEMENT OFFICER

LOCATION: MARIN HEADLANDS, SAUSALITO, CALIFORNIA

THE OPPORTUNITY

A Compelling Opportunity to be a Key Member of an Exciting Advancement Team of a Premier Multi-Sector Environmental Organization

The CEO, Executive Team, and Chief Advancement Officer of **The Marine Mammal Center** (“TMMC” or “the Center”), headquartered in Sausalito, California, seeks an experienced marketing and communications professional to serve as **Director of Marketing & Communications**.

The Marine Mammal Center, with its exemplary reputation, is positioned better than it has ever been to leverage almost fifty years of field experience and research towards improving the health of our ocean for marine mammals and people alike. Decades of impact are reflected by tens of thousands of patients treated and students educated, more than one hundred peer-reviewed publications, and a team of world-class professionals. This history and body of field work has created a mighty framework from which to build out high impact in mitigating threats to ocean health, influencing policy and legislation at the state and federal level, and inspiring action on the part of passionate citizenry in this pursuit. The relevancy of this work is critical and the time is now for the Center to take major strides towards achieving its big picture, aspirational, and environmentally impactful mission. The Center is an exciting and compelling example of an organization marrying “big brains” with “big hearts” to achieve global outcomes and impact.

The Center has undergone significant organizational growth over the past 15 years, with particularly robust growth over the past five years, even during the global pandemic. TMMC has a team of 58 highly skilled and specially trained professionals out of a total of 130 staff who are all mission-committed. There are also more than 1,300 passionate volunteers at four sites — three on the northern California coast and one on the island of Hawai’i. The organization has a \$21 million annual operating budget and is governed by a 20-member board of directors.



The Center is seeking an innovative and creative leader to take its marketing and communications functions to the next level as its Director of Marketing & Communications. This is an exciting leadership opportunity in a critical functional area. It is also an opportunity to have a significant impact on the sustained growth of this exceptional, well-established, well-respected, financially robust organization with passionate staff and volunteers with an enviable global reputation.

THE POSITION

The Director of Marketing & Communications is a key member of the Center's leadership team, making this position one of the most critical and influential marketing professionals at The Marine Mammal Center and in the marine mammal conservation field.

The Director of Marketing & Communications will be tasked with empowering and directing a team of diverse marketing and communications professionals to bring its narrative and creative campaigns to life to tell the Center's evolving story. Their ultimate objective will be to inspire people to engage with the organization to solve today's critical environmental crisis in the way that only The Marine Mammal Center does. There are two direct reports – Digital Media Manager and Public Relations Manager – as well as three digital and social media interns and volunteers who report to the Digital Media Manager.

The Director will be tasked to develop and execute an integrated go-to-market campaign across touchpoints that reaches and inspires existing and new donors and influencers to advance an agenda that will help save marine mammals and their ocean home. The Center needs a creative, collaborative and competitive leader and manager to join an impressive team and help lead the team to the next level. TMMC needs someone effective with senior leaders and high-level volunteers, well versed in current content and media strategies for driving results, who will excel in a dynamic space.

Key Responsibilities

- Create and drive organizational goals and objectives that build donor engagement, influence conservation action, and achieve awareness goals.
- Partner with department directors and senior-level staff to engage stakeholders in key strategy, marketing- and communications-based operational decisions.
- Create and implement media/PR strategy that supports the Center's short and long-term thought leadership, brand awareness and conservation education goals.
- Responsible for the development and implementation of an integrated, efficient and effective communications, media and engagement plan and work closely with senior executives to implement strategies to strengthen communications channels and to develop and maintain engagement.
- Drive both strategy and implementation of integrated marketing, communications and donor engagement campaign.
- Create and implement prospect acquisition and conversion strategies that generate significant growth in prospect and donor pipelines.
- Willingness to support and participate in the Center's diversity, equity, and inclusion programs, initiatives, and trainings.
- Other duties as required.

Education: Bachelor's degree in related field and minimum 10-15 years related work experience or an equivalent combination, including at least four years' experience at a senior management level.



QUALIFICATIONS / EXPERIENCE / SKILLS

Minimum Qualifications includes Experience:

- Developing communications, media and engagement strategies and measuring results.
- Engaging audiences through social media (e.g., content and channel strategy as well as execution).
- Creating and implementing marketing strategies that create significant prospect acquisition and conversion results.
- Directing and implementing campaigns.
- Cultivating and managing relationships with senior level executives, Board of Trustees, Board of Directors and/or national media contacts.
- In program management, including broad financial responsibility and measuring results of strategic plans.
- Managing a multidisciplinary team.
- Fostering an environment of creativity and professional growth.

Preferred Knowledge, Skills & Experience

- Deep experience in strategic communications and advocacy-based marketing and communications, ideally in an acquisition marketing and/or fast-moving donor-driven environment. Experience working within cultures of philanthropy is a real plus.
- Well versed in utilization of a variety of tools and technologies to drive communications and marketing results, including but not limited to strategic communications, social media (paid and non-paid), video development, issue-based advocacy, event management, public relations and media strategies.
- Experience developing marketing, communications and engagement strategies and evaluating effectiveness of communications.
- Senior level experience in marketing and/or communications fields.
- Excellent writing, presentation, communication, mediation, decision-making and negotiation skills.
- Familiarity with communication technologies and best practices.
- Experience developing, implementing, measuring and evaluating multifaceted strategic marketing initiatives, plans and programs.
- Experience and/or understanding of communication best practices at a decentralized organization.
- Extensive management experience including ability to motivate, lead, set objectives, manage performance and help with conflict resolution on a large, multi-disciplinary team.
- Proven success in building and maintaining long-term relationships with partners, vendors, board members and senior leaders both internal and external.
- Proven ability in managing the fiduciary aspects of planning and delivery of annual budgets.
- Knowledge of conservation and environmental issues and policies is helpful, though not required.
- Multi-cultural or cross-cultural experience preferred.
- Multi-lingual skills appreciated.

Physical Requirements

- Ability to operate a computer and other office equipment 100% of the time

Work Environment

- Potential exposure to zoonotic diseases
- May involve smells associated with animals and the care of animals



Please note that this position description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this position. Duties, responsibilities and activities may change at any time with or without notice.

For more information on The Marine Mammal Center, please visit <http://www.marinemammalcenter.org>.

COMPENSATION

A competitive annual salary, plus a comprehensive benefits package, will be offered commensurate with experience. The targeted annual salary range is \$110,000 to \$115,000.

The Marine Mammal Center has an organizational commitment to Diversity, Equity and Inclusion; it encourages the candidacy of professionals with diverse lived experiences.

CONTACT INFORMATION

For additional information regarding this opportunity, please contact:

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