The Communications Coordinator is a member of TURTLE SURVIVAL ALLIANCE’s development team, working under the direction of the Development Director to support the implementation of Turtle Survival Alliance’s annual fundraising and communications plan in support of the Turtle Survival Alliance’s vision, mission, and strategic priorities. Key responsibilities of the Communications Coordinator include website management, social media planning and implementation, digital acquisition campaigns, graphic design, merchandise design and management, video/photo content creation, and support of development appeals.

We are looking for someone who will be a go-getter, self-starter, big-picture, strategist with an eye for detail and a willingness to support the entire development office as well as work collaboratively with other teams. Strong candidates should demonstrate fantastic time management, strong cross-departmental project management skills, great creativity, a keen interest in creating and implementing cost-efficient and effective media campaigns.

Qualifications:

- Preferred 3+ years of nonprofit communications experience with a demonstrable history of building successful media campaigns with metrics related to social media engagement and growth, digital acquisition, SEO, and web traffic. Experience in video/photo editing, annual campaign planning and merchandise design is a plus.
- Solid knowledge of the workings of a small development/communications shop with current and effective community centric fundraising tools, techniques, and practices as well as the tools to develop and implement strategies.
- Ability to work independently and collaboratively with supervisors, staff, and other stakeholders in a professional and positive manner.
- Strong familiarity with social media marketing and analytics for various platforms, e.g., Facebook, Twitter, LinkedIn, Instagram, TikTok, etc.
- Strong working proficiency with IT and relationship management software such as Google Workspace, Adobe Creative Suite, Salesforce, Canva, Shopify, etc.
- Exceptional interpersonal, verbal, and written communication skills.
- Highly detail-oriented with proven ability to accomplish goals, meet deadlines, and create outcomes.
- Ability to adapt easily to constantly changing situations, team player, seek opportunity in every situation, handle competing deadlines, and produce prompt and effective results.
- Ability to work some evenings and weekends with some travel required to the annual conference and special events.

Responsibilities:

**Communications (55%)**

- Assist Development Director in the implementation of the annual development/communications plan.
- Ensure that social media and external messaging aligns with Turtle Survival Alliance and development business strategies.
• Implement annual, seasonal, and emergency giving campaigns, including digital and direct mail appeals, social media campaigns, and digital acquisition campaigns, working closely with the Development Manager and Development Director.

• Support and grow the digital acquisition program and other online giving campaigns with identified goals, impact, ROI, and strategies.

• Implement and project manage cross-departmentally the content creation for Turtle Survival Alliance emails, newsletters, and magazine.

• Develop and implement communications and advertising content for all media platforms and public communications. This includes researching, writing, proofreading, and editing all content about Turtle Survival Alliance programs, events, upcoming activities, advertising, newsletters, and press releases.

• Create and implement a consistent social media calendar. This includes posting on Facebook, Twitter, Instagram, LinkedIn, TikTok as well as video/photo editing for social media and the website.

• Work with the Development Director to design and create strategic Turtle Survival Alliance merchandise.

• Ensure the website and social media platforms adhere to ADA requirements.

• Respond to requests for information from donors, community members, partners, or other groups as requested by the Development Director.

• Support the Development Manager Writer in accessing information needed for grant reports, applications, development committee, and other deadlines.

• Monitor and provide weekly/monthly/quarterly reports to the development, finance, and leadership teams on CRM reporting, social media/website analytics, and industry trends to increase media, marketing, and online presence to expand the organization’s donor reach.

**Drink Beer. Save Turtles.® and Turtle Survival Alliance Special Events (15%)**

• Support the Development Manager in the promotion of in-person and virtual donor cultivation, fundraising, and engagement events, including post-event stewardship.

• Work with Education Coordinator and Development Manager to plan and promote donor and VIP webinar events.

• Work with the Development Manager and Development Director to create strategic DBST communications, media, and merchandise.

**Annual Conference (15%)**

• Support the annual conference planning team in soliciting and securing sponsors, partners, vendors to reach fundraising goals.

• Work with the Development Manager and Development Director to create conference communications, media, and merchandise.

• Assist the Development Manager in the promotion and management of conference special events including major donor events, field trips, and silent auction.

• Assist Development Manager and Development Director in compiling reporting on digital marketing, social media, sponsorship reporting, ROI assessment, and qualitative feedback.

**Administration / General Operations (15%)**

• Assist all staff with communications data requests, report creation, events, newsletters, mailing lists, and other activities.

• Monitor the use and continuous improvement of processes, policies, and procedures as related to communications and marketing.

• Monitor Turtle Survival Alliance’s print materials and merchandise inventory.

• Provide support, as needed, to communications contractors/vendors.

• Actively participate in staff meetings, attend community events, and otherwise contribute to strengthening the deep roots within our community, both internally and externally.

• Assist with the monitoring of the communications department budget.
Benefits:
In addition to the above-stated compensation, Turtle Survival Alliance offers an individual retirement account with 3% employee match, medical (up to $600 employer contribution per month) and dental and vision insurance (100% employer paid for employee), as well as life insurance, paid time off, and sick leave.

About Us:
The Turtle Survival Alliance protects and restores wild populations of tortoises and freshwater turtles through science-based conservation, global leadership, and local stewardship. Formed in 2001, Turtle Survival Alliance is a global conservation organization based in Charleston, South Carolina that works to create a planet where tortoises and freshwater turtles can thrive in the wild. With strategic, science-based initiatives directed by local leaders, our work creates lasting impact and capacity where it matters most and inspires long-term community-based stewardship to prevent extinction. Where populations cannot yet succeed in the wild, our breeding programs ensure their future survival. Because turtles are ancient, remarkable creatures—and to save them, we all play a role.

Turtle Survival Alliance does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor. Women and minorities encouraged to apply.

Committed to Zero Turtle Extinctions
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