



SUSTAINABILITY OUTREACH PROGRAM JOB DESCRIPTION

Clean Ocean Action utilizes research, education and citizen action to improve and protect the degraded water quality of the ocean and marine waters in the NY/NJ region. It is the only full time nonprofit coalition in the region working exclusively on these issues.

Position Summary

Create region-wide (NJ/NY area) sustainable-centric programs that result in lasting, productive and ever-enhancing relationships with representatives of towns and businesses. These relationships will result in meaningful, healthy, verifiable, and measurable COA-driven actions to reduce sources of marine pollution and/or implementation of sustainable practices to reduce impacts from climate change. In addition, expand Clean Ocean Action's capacity with increased donations and other tangible resources.

Success will be evidenced by increasing numbers of:

- Municipalities proactively participating in Clean Ocean Action (COA) programs (such as Blue Star), passing, implementing and enforcing ordinances, and supporting legislative initiatives.
- Corporations/businesses that participate in sustainability programs, including plastic reduction and pollution reduction programs.
- Donations, especially from corporations, as measured in dollars, in-kind support, and/or other resources.

This is a highly visible and collaborative role requiring a strong understanding of COA's mission and strategic plan, and the vital role corporate and government strategic partnerships play in supporting those efforts.

Responsibilities

- In coordination with Executive Director, set and track performance indicators and metrics for success.
- Collaborate closely with staff to maximize current and new partnerships to ensure connectivity to all COA programs.
- Outreach to municipalities and corporations of all sizes to successfully guide them to implement and/or adopt COA's sustainable practices.
- Coordinate the Municipal Blue Star Program, including continued development and increased participation through promotion and engagement of green teams and encourage regional participation.
- Coordinate all aspects of plastic reduction programs and overall pollution reduction programs for corporations and businesses, as well as supporting other sustainability initiatives.
- Serve as the liaison and key point of contact between COA and corporations, business leaders, and local government agencies consistent with the goals of COA.
- Prepare and brief corporate and municipal leadership to participate in activities which lead to increased contributions, and position COA as a partner of choice.
- Implement effective corporate development strategies, which include research and prospecting, solicitations, partner cultivation, proposal development, management and stewardship, and recognition benefits related to corporate partner commitments.
- In coordination with Executive Director, research appropriate corporate partnerships for grants, including drafting, editing and producing compelling and customized proposals, reports, and briefs, as necessary.
- Engage partners in all existing and new COA programs and campaigns.
- Develop, market, and conduct education presentations (including workshops, podcasts, webcasts and other online formats) with corporations, businesses, and community groups.
- Create marketing tools for multiple platforms to engage a diverse audience, and provide content for social media promotions.
- Use analytical tools, communications, and knowledge to grow strategic partnerships.

- Identify new areas of opportunity and demonstrate value to existing and potential partners to increase capacity of COA to achieve goals.
- Report on progress of partnerships and leveraging opportunities.
- Prepare analyses, track trends, and recommend directions to advance and inform partnerships.

General Program Coordination

- Represent COA in a positive, professional and friendly manner
- Maintain focus and message on pollution prevention, reduction and change to sustainable culture
- Be conversant and current on COA priorities, programs and events
- Integrate development work into program activities and vice versa; assist with grant proposals
- Update relevant materials, fact sheets, information on website, and write monthly newsletter articles
- Be flexible to help on any project at any time, as needed

Required Qualifications and Qualities

- Strongly motivated to protect and improve coastal waters
- Knowledgeable about marine issues in NY/NJ
- Knowledgeable about sustainability efforts/issues at the municipal, state, and federal levels
- Undergraduate college degree with a focus on one/more of the following – sustainability, environmental policy, or public policy
- Relevant education and/or experience on sustainability education, outreach, or conservation
- Possess persistence and creative abilities
- Excellent interpersonal skills, including maturity; ability to work independently and in a team setting
- Efficient, organized work style; ability to prioritize quickly and confidently; ability to manage multiple and dynamic deadlines
- Excellent research, writing, and editing skills, as well as an analytical mind

Preferred Qualifications and Qualities

- Master's degree
- Corporate or municipal government experience
- Program implementation experience
- Education (academic or experience) in advocacy, outreach, community organizing, or public relations
- Experience working with organizations, elected officials, municipal leaders, and citizens in NJ and NY
- Promotional or marketing skills

This position requires evening and weekend work on an intermittent basis.

Annual Salary: Position is full time. Salary is competitive and commensurate with education and experience.

Benefits: Health and dental insurance coverage are offered on a cost-sharing basis; paid holidays and paid days off included; employer paid professional workshops and trainings available. Ability to grow with the organization is available and performance-based.

Application Instructions: Position is expected to be filled quickly. Send cover letter, CV, three references with affiliations, one writing sample, and salary expectations to business@cleanoceanaction.org with “Sustainability Outreach Program” in the subject line. Application deadline is May 31 with a preferred start date of June 17.