



Marketing & Communications Manager

POSITION: Marketing & Communications Manager

STATUS: Exempt, full time

LOCATION: Virtual, continental United States preferred

Who We Are: At EarthEcho International, our mission is to build a global youth movement to protect and restore our ocean planet, part of a sustainable and equitable future for all. Our team, led by explorer and advocate Philippe Cousteau Jr., reaches more than 2 million people in 147 countries, offering educational content, immersive experiences, and a network for changemakers.

At EarthEcho we believe that engaging with our youth audience is key to building a durable conservation movement that can move with the speed and audacity needed to transform the future. EarthEcho International is at the forefront of that work. Our core programs are designed as a path of action for youth to become leaders and change the world

We value innovation, commitment to environmental justice, and resourcefulness. If you're passionate about building a sustainable world and believe in the power of youth, you'll thrive with us.

Role Overview: EarthEcho is seeking an enthusiastic and skilled Communications & Marketing Manager to join our team. This is a newly created position and you will play a pivotal role in shaping and executing our organization's marketing and communications strategies.

This role is designed for a dynamic individual who is adept at multitasking, with a talent for creating compelling content, building and executing a social strategy, and growing a brand. You will be responsible for managing all aspects of our social media presence, from strategy development to content creation and posting. This is an opportunity to build and shape a new role that blends communications with marketing and strategy, enhancing our organizational footprint and impact.

How You'll Create Impact:

- Play a key role in building and maintaining brand consistency across all communications channels. You will be the brand's voice, responding promptly and creatively to engage our audience.
- Take charge of our social media platforms, crafting and implementing a dynamic social media strategy. You'll be responsible for everything from strategy development to identifying and tracking relevant KPI's to executing that strategy through creating engaging content, including graphics and written posts.
- Create and curate digital content to demonstrate the impact of EarthEcho's programs and support our mission by engaging youth and the community of adults that support young environmental leaders

Specific duties include:

- Curate and maintain our EarthEcho mailing lists, ensuring effective communication with our diverse audience.
- Collaborate with EarthEcho team to develop and coordinate ongoing, segmented communications to expand engagement and build audiences.
- Understand and implement practices to insure EarthEcho's compliance with all relevant privacy, child safety, and data protection associated with communications including but not limited to COPPA, GDPR, CPRA, etc.
- Assist staff in creating impactful collateral pieces that resonate with our audience and amplify EarthEcho's mission.
- Catalog and curate EarthEcho's image and video libraries for expanded use
- Collaborate with Executive team to develop the annual report and giving campaigns

What We're Looking For:

- 3-5 years' experience in a similar role, with a proven track record in social media strategy and execution, content creation, and brand management.
- A vigorous commitment to Justice, Equity, Diversity, and Inclusion - personally and professionally.
- A strong, creative writer capable of crafting messages that resonate with diverse audiences.
- Ability to work remotely and independently, within a small, dynamic team.
- Experience in software including MailChimp, Adobe Photoshop, and Canva.
- Must be authorized to work in the United States, without need for future sponsorship—EarthEcho International is not able to sponsor applicants for any kind of work visas.

Preferred Skills:

- Commitment to the power of youth collective action for change.
- Someone who thrives on innovation and thinking outside the box.
- Exposure and Knowledge of automation tools like GainApp, Hubspot, or Sprout.
- An understanding of current marketing trends and multimedia platforms.
- Experience with video editing.

Compensation & Benefits:

- Competitive salary (\$60,000-\$65,000, commensurate with experience).
- Comprehensive benefits package
- Fully remote role

To Apply: Send your cover letter and resume to jobs@earthecho.org.

EARTHECHO INTERNATIONAL IS AN EQUAL OPPORTUNITY EMPLOYER

EarthEcho International provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.