Position Announcement
Program Associate

SeaWeb is hiring a **Program Associate** to be based in **Honolulu, Hawaii**. This position will serve an integral role in the organization’s Asia Pacific Program by supporting social marketing initiatives in Hawaii and the Commonwealth of the Northern Mariana Islands (CNMI).

Organizational Overview: SeaWeb is an international, nonprofit, communications organization dedicated to creating a culture of ocean conservation. We work collaboratively to inform and empower diverse ocean voices and conservation champions in strategic, targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. We transform knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean, such as climate change, pollution and overexploitation of ocean life. Through its award-winning, creative initiatives, SeaWeb is known as a vital and respected force in the conservation community.


Position Summary: To support our social marketing initiatives in Hawaii and the Commonwealth of Northern Mariana Islands, SeaWeb is looking for a professional with a passion for ocean issues and the ability to communicate science in compelling ways. The Program Associate should work well in team settings, but also be able to work independently when necessary.

This position is ideal for a strong communicator who excels at strategic planning, problem solving and partnership building and who has a passion for conserving marine ecosystems and supporting the coastal communities that depend on them. This position requires someone with communications, public relations, marketing or campaign experience. Some experience in marine conservation and engaging Pacific Island communities is preferred.

This position is funded through March 2014. There is also potential for longer-term employment with SeaWeb.

**Core Responsibilities:**

- Support Asia Pacific Program staff in designing and implementing SeaWeb social marketing initiatives for CNMI and Hawaii.
- Assist in conducting communications training workshops and other events to support social marketing initiatives.
- Undertake partner engagement, including working with communities and other key stakeholders.
- Develop communications training modules/presentations for workshops and training activities.
- Foster relationships with key gatekeepers, including policy makers, community leaders and media.
- Build brand awareness, research and refine target audiences.
- Develop print collateral, maintain press kits and handle media engagement.
- Create and maintain multi-media content for Web sites and social media.
- Assist in development of presentations of our work, goals and objectives to key partners, donors and
the media.

- Write grant proposals and reports.
- Coordinate and execute special event logistics and campaign activities.
- Collect and compile statistical and anecdotal data to analyze and measure campaign effectiveness.

**Qualifications and Experience:**

- Bachelor's degree in social science, liberal arts, biology, environmental science or related field
- Two to 5 years work experience in communications, public relations, marketing, marine conservation and/or community development.
- Strong written and oral communication skills and experience in translating science into compelling language.
- Ability to analyze resource management challenges, identify root causes and barriers and provide creative solutions.
- Ability to influence, persuade and motivate key audiences via concise and action-oriented messaging.
- Exceptional presentation skills, with ability to present our work and goals to a wide range of audiences, including partners, donors and the media.
- Develop innovative social media campaign tactics.
- Proven ability to manage budgets and coordinate events.
- Ability to multi-task, prioritize, meet deadlines, and manage an often diverse and dynamic professional environment.
- Detail-oriented and self-motivated, with the ability and willingness to work across many time zones, as well as work independently.
- Passion for marine conservation issues and working in a non-profit environment.
- Knowledge of Pacific Island cultures and customs and experience engaging Pacific Island communities.
- Strong understanding of Microsoft Office (Word, PowerPoint, Excel).
- Willingness to travel.

**To apply:** Interested candidates should submit letter of interest, resume and three references to apjobs@seaweb.org with Hawaii PA Position Application in the subject line. Please include salary requirements in the letter of interest. SeaWeb will move aggressively to fill the position. Applications will be accepted until position is filled. No phone calls please.

Applications are strongly encouraged from candidates reflecting diverse educational, cultural and experiential backgrounds. We encourage applications from women, people with disabilities, people of diverse ethnic, racial, religious and socioeconomic backgrounds, educational and work experiences, geographic and national origins, sexual orientations and ages.

SeaWeb is an equal opportunity employer.

For more information about SeaWeb, visit our Web site at www.seaweb.org