



Title/Role: Digital Marketing & Content Coordinator
Reports to: Director of Marketing & Creative Strategy
Department: Marketing
Type: Exempt
Location/Base: Virtual, with a preference for Baltimore Hybrid
Salary Range: \$45,000 to \$85,000

ORGANIZATION PROFILE

The Oceantic Network (the Network) envisions a thriving ocean renewables industry powering strong economies. Our collaborative nonprofit network advances the ocean renewables market and builds a robust supply chain of local companies. We partner with private industry and government agencies to build a resilient supply chain to create and sustain jobs, benefit local economies, and ensure cost-effective clean energy. We advance our mission by connecting developers, policymakers, academics, and community and workforce leaders through events, education, digital tools, and policy initiatives to grow the vital offshore wind and ocean renewables sectors.

POSITION OBJECTIVE

The Digital Marketing & Content Coordinator plays a key execution and optimization role in Oceantic Network's marketing team. This position may develop original content but is responsible for coordinating, publishing, and optimizing content created by the Membership Marketing Director, Event Marketing Specialist, copy writer, and others on staff. The role focuses on ensuring timely deployment of digital assets, maintaining SEO best practices, managing the editorial calendar, and supporting data-informed improvements in marketing performance.

POSITION RESPONSIBILITIES

- Assist in the development and execution of digital marketing campaigns, including email, social media, and paid advertising initiatives
- Monitor and analyze campaign performance metrics, providing actionable insights to optimize future strategies
- Assist the Creative Director in leading content strategy and production ensuring content is engaging for various digital platforms, ensuring brand consistency and relevance
- Manage the company's social media presence, including content scheduling, community engagement, and performance tracking
- Coordinate the production of marketing materials, including graphics, videos, and blog posts
- Manage website updates, email campaigns, and social media
- Support SEO initiatives by conducting keyword research and optimizing website content
- Use AI for content creation and optimization
- Maintain editorial calendar
- Coordinate with external Copy Editor
- Collaborate with the sales team to align marketing efforts with lead generation and customer acquisition goals
- Leverage emerging technologies, including AI, for scheduling and segmentation, and content performance.

- Track digital metrics and campaign performance
- Implement continuous improvement by integrating new best practices and lessons learned to strengthen processes and overall organizational performance
- Perform other assigned duties.

EDUCATION AND EXPERIENCE

- Bachelor's degree in Marketing, Communications, or a related field
- 1-2 years of experience in digital marketing or a related role
- Familiarity with digital marketing tools and platforms, such as Google Analytics, SEMrush, or Hootsuite
- Strong written and verbal communication skills
- Basic understanding of SEO and content marketing principles
- Preferred:
- Experience with email marketing platforms, such as Pardot and Sales Force
- Knowledge of graphic design tools, such as Adobe Creative Suite or Canva
- Previous experience in a fast-paced, remote work environment
- Technical Skills and Relevant Technologies
- Proficiency in Microsoft Office Suite and Google Workspace
- Experience with social media management and scheduling tools
- Exceptional organizational skills that reflect ability to perform and prioritize multiple and competing tasks seamlessly with excellent attention to detail
- Highly resourceful team player with the ability to work and function independently and collaboratively with diverse stakeholders
- Proven experience to manage time, activities, logistics for multiple teams within a growing and evolving organization
- High level written and verbal communication skills with ability to maintain accurate records and reports
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Premiere, After Effects, etc.) and Microsoft Office (Outlook, Word, Excel, PowerPoint, and Teams), Adobe Acrobat, and virtual meeting platforms such as (Zoom, WebEx, and GoToMeeting) as well as the ability to learn new systems relevant to the Network, e.g. Salesforce
- Strong technology skills and with ability to adapt to new systems as a fast learner
- Ability to navigate volatility, uncertainty, complexity, and ambiguity

If Position Is Remote:

- Excellent interpersonal and time management skills
- Ability to take direction and/or accept tasks from multiple people
- Ability to deal effectively with deadlines and time pressures
- Ability to work with minimum supervision, set priorities, and multitask
- Ability to think quickly and follow through accordingly

BENEFITS AND COMPENSATION:

The salary range for this position is commensurate with experience. For full-time, benefit eligible employees, the Network offers an excellent range of benefits including:

- Medical Insurance
- Dental and Vision Benefits
- Employee Life Insurance

- Employee Short- & Long-Term Disability
- Paid Vacation
- Generous paid leave
- 401K Plan

WORKING CONDITIONS

- Work is in an office environment

The Oceanic Network provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which we employ staff. 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.