



***Sea Otter Foundation & Trust - SOFT***  
**Job Description**  
**Marketing Coordinator**

**General Position Summary:**

As a marketing representative for The Sea otter Foundation and Trust (SOFT), the individual will support the mission of the organization which is “ensuring the survival and recovery of sea otters (*Enhydra lutris*) in their habitats by building funds to support research, conservation and education.”

The vision of the Sea Otter Foundation & Trust is that it exists to fundraise for issuance of funding grants to the sea otter research & education industry so that specific sea otter programs may be funded without competition from other industries.

**Specific Duties:**

The Marketing Coordinator will work to develop press releases about current events that SOFT is hosting and ensure that our social media platforms and website are updated with the information. The position will help develop marketing materials such as rack cards, event flyers, newsletters and annual reports.

This position will also work in conjunction with the President to develop e-marketing campaigns to members, donors and affiliates of SOFT. We currently use MailChimp for our e-marketing.

A great fit for our marketing coordinator would be a person that enjoys being creative! They should love writing, intermediate – to – advanced layout design, editing and working to portray an excellent public profile for SOFT.