



Communications Manager

Position: Communications Manager

Location: Charleston, South Carolina

Reports to: Executive Director

Salary: Commensurate with experience

Overview

Charleston Waterkeeper was founded in 2009 to protect, defend, and restore the health and integrity of Charleston's waterways for people and nature. Our vision is a Charleston where our waterways and marshes are clean, accessible, and protected by a community of clean water stewards and strong local and state safeguards.

We do that through an effective mix of science, stewardship, and advocacy that drives change for clean water.

We use data-driven programs and scientific research to identify pollution problems, advocate for stronger environmental safeguards, and drive actions that protect waterways and wetlands in the Charleston area. We promote wise stewardship actions, create opportunities for our community to engage in hands-on restoration efforts, and support projects that build resilience to restore salt marsh habitat and water quality. We give Charleston's waterways a voice, conduct pollution investigations, enforce environmental laws, and advocate for clean water policies to defend clean water and healthy habitat.

Description

Charleston Waterkeeper is seeking a dynamic and strategic Communications Manager to lead and execute our communications strategy. This role is responsible for increasing awareness of our mission, programs, advocacy and impact through storytelling, digital and print communications, media relations, and brand management. The ideal candidate is a creative thinker and skilled communicator who can develop compelling content and campaigns that engage donors, volunteers, and the broader Charleston community.

Key Responsibilities

Strategic Communications and Brand Management

- Develop and implement a comprehensive communications strategy to support Charleston Waterkeeper's mission, programs, and fundraising efforts.
- Ensure consistent messaging and branding across all communication channels, including website, social media, newsletters, and print materials.
- Oversee the development and execution of marketing campaigns that amplify Charleston Waterkeeper's advocacy efforts, events, and donor engagement initiatives.
- Monitor and analyze communication metrics to assess effectiveness and make data-driven improvements.

Content Development and Storytelling

- Lead the creation of compelling content that highlights Charleston Waterkeeper's impact, including blog posts, reports, newsletters, press releases, and donor materials.
- Manage and grow Charleston Waterkeeper's social media presence, developing engaging content that fosters community engagement and advocacy.
- Capture and curate photography, video, and testimonials to tell the story of Charleston's waterways and the people working to protect them.

Media Relations and Public Engagement

- Serve as Charleston Waterkeeper's primary media contact, cultivating relationships with journalists and securing earned media coverage.
- Draft press releases, op-eds, and media pitches to amplify key advocacy efforts and organizational milestones.
- Represent Charleston Waterkeeper at public events, panels, and community meetings to share our mission and impact.

Fundraising and Donor Communications

- Collaborate with the fundraising team to develop donor-focused messaging and campaigns that inspire giving.
- Craft compelling impact reports, donor appeals, and stewardship materials to deepen engagement and retention.
- Support the execution of fundraising events, ensuring alignment with Charleston Waterkeeper's brand and storytelling strategy.

Advocacy Communications

- Collaborate with program staff to translate complex policy issues and science-based work into clear and compelling messages that inspire action.
- Develop and deploy strategic communications in support of advocacy campaigns, including email alerts, social media toolkits, and issue briefs.
- Create and maintain messaging frameworks that strengthen Charleston Waterkeeper's voice on clean water protections and policy.

- Monitor local and state policy developments to identify timely communication opportunities that elevate advocacy priorities.

Qualifications

Required education and experience:

- Bachelor's or Master's degree and at least 3 years of experience in communications, marketing, journalism, or a related field, preferably in the nonprofit or environmental sector.
- Exceptional writing and storytelling skills, with a strong portfolio of content creation across various platforms.
- Experience managing social media accounts, digital marketing campaigns, and website content.
- Knowledge of media relations and a track record of securing press coverage.
- Strong project management skills and the ability to manage multiple priorities in a fast-paced environment.
- Passion for environmental protection and a deep appreciation for Charleston's waterways.
- Familiarity with design tools (e.g., Adobe Creative Suite, Canva) and digital platforms (e.g., Mailchimp, Every Action, Action Network) is a plus.

Charleston Waterkeeper is seeking candidates who bring distinct viewpoints in all forms, including gender, ethnicity, age, geography, and mindset. Applicants who will increase the organization's diversity are strongly encouraged to apply. All qualified applicants will receive consideration for employment based upon applicable qualifications, merit, and the needs of the organization.

Charleston Waterkeeper is an equal opportunity employer. We do not discriminate on the basis of race, color, religion or belief, age, sex, national origin, gender identity, sexual orientation, disability, protected veteran status, family or parental status, or any other status protected by state laws and/or federal regulations.

Please send a cover letter, resume, and references: jobs@charlestonwaterkeeper.org. Include "Communications Manager" in the subject line.