

Aquaculture and Coastal Resilience Science Communicator Position Description

Purpose of Position: Coordinate the development and delivery of a range of communications products. This position will report directly to the Assistant Director of Communications with input from Maryland Sea Grant Extension specialists, aquaculture experts across the University System of Maryland, and the National Sea Grant College aquaculture network.

Summary: To support and develop communications efforts of the Maryland Sea Grant College in the areas of sustainable aquaculture and coastal resilience projects. It will require producing content across multiple platforms—including written website content and outreach materials, such as fact sheets, social media posts, and videos—as well as stakeholder engagement and some grant reporting requirements.

In the topic area of sustainable aquaculture: Working directly with the Principal Investigator, Dr. Yoni Zohar, this communicator will engage in two major national aquaculture projects: Recirculating Aquaculture Salmon Network (RAS-N) and Sustainable Aquaculture Systems Supporting Atlantic Salmon (SAS²). This communicator will work to build public awareness about salmon production in recirculating aquaculture systems (RAS), engage industry stakeholders, promote communications between RAS-N partners and others working in RAS education, and support workforce development and extension nationwide.

Over the last several years, the RAS-N Hub's communications working group, led by the Sea Grant network, has developed strategies to effectively disseminate information on U.S. salmon RAS and its benefits (sustainability, product safety, domestic production, etc.) to key audiences across different platforms. This communicator will work with the Sea Grant network and Maryland-based leadership on RAS-N and SAS² projects to develop communications related to salmon RAS on a national level, supplementing and expanding existing efforts that include targeted social media posts, industry and professional publications, online articles, videos, site visits, and workshops. In addition, this newly created position will work to disseminate information about the RAS-N/SAS² project's progress through both traditional outlets (fact sheets) and digital communications, including the project website, electronic newsletters, online videos, and social media campaigns. They will also track how related products and campaigns perform via user analytics and adjust program communications efforts to improve audience engagement.

In the topic area of coastal resilience: Maryland Sea Grant (MDSG) seeks a science communicator who can meet a high demand in our coastal resilience and climate change work for multiple communications products and content. This communicator will work with MDSG coastal resilience and watershed restoration staff projects and, as relevant, other existing Chesapeake Bay-resilience working groups, to supplement and expand existing communications efforts using targeted social media posts, publications, online articles, videos, site visits, and workshops. With MDSG staff and extension faculty, this communicator will help identify gaps in communications and outreach to traditionally under-resourced stakeholder communities, help

develop a strategy to bridge those gaps, and expand communications initiatives to supplement existing public outreach and education efforts. They will also track how related products and campaigns perform via user analytics and adjust program communications efforts to improve audience engagement.

This position is a grant-funded, full-time, exempt, one-year position with the option to renew for a second year. Benefits include paid leave, health insurance and participation in sponsored insurance programs as stipulated by the University of Maryland Center for Environmental Science benefits policy. Salary range is \$50,000–\$55,000. The position is anticipated to start as soon as possible.

Minimum Qualifications:

Bachelor's degree in a communications, journalism, or natural resources field
Minimum four years of experience in communications work that includes:

- Solid writing and editing skills
- Experience in communications strategy and project management
- Ability to take photos and short video clips to support MDSG stories and communications products. Video editing experience is a plus.
- Familiarity with popular social media platforms and best practices for posting.
- Basic posting and editing of website content using a content management system (like Drupal or WordPress).
- Interest in science and science communication
- Proficient with a range of software applications including Google Suite, Microsoft Office, and Adobe Creative Cloud

EEO Statement

The University of Maryland Center for Environmental Science is an equal opportunity employer. The Center's policies, programs, and activities are in conformance with pertinent Federal and State laws and regulations on nondiscrimination regarding race, color, religion, age, national origin, sex, and disability. Inquiries regarding compliance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments; Section 504 of the Rehabilitation Act of 1973; and the Americans with Disabilities Act of 1990; or related legal requirements should be directed to the Director of Human Relations, Center Administration, P.O. Box 775, Cambridge, MD 21613.

FLSA Exempt

Salary Range \$50-55K

University Information

The University of Maryland Center for Environmental Science unleashes the power of science to transform the way society understands and manages the environment. By conducting cutting-edge research into today's most pressing environmental problems, we are developing new ideas

to help guide our state, nation, and world toward a more environmentally sustainable future through five research centers—the Appalachian Laboratory in Frostburg, the Chesapeake Biological Laboratory in Solomons, the Horn Point Laboratory in Cambridge, the Institute of Marine and Environmental Technology in Baltimore, and the Maryland Sea Grant College in College Park. www.umces.edu

Additional Information

UMCES requires new hires to provide proof of COVID-19 vaccination or have an approved medical or religious exemption on file with HR

Open Date 9/28/2022

Review start date 10/19/2022