



**Job Description:** Marketing Manager

**Status:** Non-exempt, part-time (~30 hours/week)

**Wage:** \$34-38/hour (depending on experience)

**Location:** In-person, 919 Haines Place, Port Townsend, WA 98368

**Reports to:** Marketing Committee leaders

### Who We Are

The Port Townsend Shipwrights Co-Op has been serving the marine community for over 40 years. We are a full-service boatyard with a talented crew, well-known for our traditional woodworking skills and complex marine projects across a wide range of vessel types.

Our cooperative business model depends on strong internal systems, clear communication, and reliable administrative support. The Shipwrights office provides centralized administrative and accounting services for both Shipwrights operations and Port Townsend Sails, supporting the cooperative owners and their teams.

### What We Are Looking For

Shipwrights Co-op is seeking a part-time, creative, and strategic Marketing Manager to support and strengthen the organization's full marketing function. This role will lead marketing planning and execution across brand storytelling, audience growth, digital content, and community visibility to strengthen our brand and connect our work to the right audiences. The Marketing Manager will plan and produce engaging content, manage our social media calendar, and develop campaigns across multiple platforms. The ideal candidate will elevate our brand voice through compelling posts, photography, and collaborative projects, while also identifying opportunities for partnerships, earned media, and community engagement. This role will help pitch story ideas, build relationships with writers and editors, support media coverage, and oversee our asset management system to ensure photography, video, and marketing materials are organized and accessible for internal teams and external partners.

The ideal candidate brings both strategic judgment and hands-on execution skills, with the ability to connect day-to-day marketing activities to longer-term organizational growth.

### Essential Duties

#### Marketing Strategy & Operations



- Brand Strategy & Consistency: Maintain and evolve the brand identity across all touchpoints (digital and physical) to ensure a professional and cohesive image that reflects the Co-op's craftsmanship.
- Collateral & Content Creation: Manage the design and production of marketing materials, including brochures, seasonal newsletters, and long-form pieces that showcase technical expertise and project milestones.
- Website Management: Oversee website updates in collaboration with the co-op member in charge of advertising (rotating position), ensuring the portfolio of work is current, the content is accurate, and the site is optimized for search engines (SEO).
- Lead Generation & CRM Support: Develop strategies to capture and nurture leads from digital and event-based interactions, ensuring a transition from "follower" to "client."
- Event Collateral: Manage the Co-op's marketing presence at industry events, boat shows, and community festivals, including booth design, logistics, and on-site promotion.
- Collaborate with other team members to execute marketing initiatives.

## **Social Media Management**

- Develop and maintain a social media content calendar
- Collaborate with leadership to identify key storytelling opportunities that support brand awareness and business growth
- Capture photography and short-form video content that highlights projects and behind-the-scenes moments
- Write engaging captions that reflect the brand voice and values
- Schedule posts and track engagement metrics to inform future content strategies
- Monitor social media trends and audience preferences to keep the brand relevant and innovative.
- Identify and coordinate collaborations with aligned businesses, organizations, or other creators
- Maintain a consistent brand tone and style
- Respond to comments and messages to foster engagement

## **Storytelling & Media**

- Identify compelling stories within the business that could resonate with publications
- Develop and pitch story ideas to writers, editors, and media outlets
- Coordinate interviews, press visits, or media opportunities when appropriate
- Draft press releases as needed



- Maintain and organize digital assets to ensure photography, video, and marketing materials are accessible for internal use and media needs

### Competencies We Value

- **Creativity:** Ability to produce compelling visual and written content.
- **Storytelling:** Strong writing skills and ability to identify narratives that resonate with audiences and media
- **Relationship Building:** Strong interpersonal skills to cultivate relationships with collaborators and media contacts.
- **Analytical Thinking:** Comfort interpreting engagement data to refine content strategies
- **Attention to Detail:** Ensures all content and assets are accurate, polished, and on-brand
- **Visual Content Skills:** Photography and basic video capture/editing abilities
- **Curiosity:** An instinct for noticing interesting details, people, and processes that could become compelling stories.

### *Skills & Experience:*

- Bachelor's degree in Marketing, Communications, Journalism, or a related field, or the equivalent professional work experience.
- 3-5 years of professional experience in marketing strategy, social media management, storytelling, communications, or digital marketing.
- A robust portfolio of past client work, including publications and photography.
- Experience working collaboratively with leadership to drive marketing strategy.
- Experience managing brand social media accounts and content calendars.
- Familiarity with social media analytics and basic paid promotion tools (e.g., boosting posts)
- Proficient in content creation tools such as Adobe Creative Suite, Canva, or similar platforms.
- Strong written content skills to produce professional, grammatically correct, error-free work.
- Strong organizational skills with experience managing multiple projects.
- Passion for boats and an appreciation for the marine industry is a plus

### Why Work with Us

This role offers the opportunity to craft and share the story of our rich marine trades work and crew. You'll be a part of a cooperative business, working directly with owners, staff, and community members.



### **What We Offer**

We offer a competitive wage, medical insurance covered at 100% for the employee, long-term disability, and a generous HSA contribution for eligible employees. All employees are eligible for a 3% IRA match, paid sick time, and discretionary bonuses.

### **EEO Statement**

The Port Townsend Shipwrights Co Op is an equal opportunity employer. We do not tolerate discrimination or harassment of any kind based on an individual's sex, race, color, sexual orientation, gender identity, hair texture and hair style, national origin, religion, age, marital status, veteran's status, disability, genetic information, or any other characteristic or status protected by state, federal or local law. Pursuant to the Americans with Disabilities Act, the Port Townsend Shipwrights Co Op will make reasonable accommodations of working conditions or methods in order to perform the duties of the position.

### **Other Duties**

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

### **Signatures**

I have read, understand, and am able to perform the essential job functions with or without accommodation.

---

Employee Signature

---

Date



## Social Media and Storytelling Manager

### PHYSICAL REQUIREMENTS AND POTENTIAL HAZARDS

The following identifies the physical demands and potential hazards typically encountered by this position. The information is necessary in part to ensure compliance with the Americans with Disabilities Act and the OSHA Blood borne Pathogens Standards. These can reasonably be anticipated in the normal and customary performance of the essential functions of your work.

**NA:** Not applicable, not required of this position.

**NE:** Requirement is present but is not essential to the position.

**O:** Occasional, up to 33 percent of the time and essential to the position. (For example, a lifeguard swims only occasionally, but it is essential that a lifeguard be able to swim.)

**F:** Frequent, 34-66 percent of the time.

**C:** Continuous, over 66 percent of the time.

	NA	NE	O	F	C
Sitting					X
Walking				X	
Standing				X	
Running	X				
Bending or twisting				X	
Squatting or kneeling				X	
Reaching above shoulder level				X	
Climbing (e.g. ladders)			X		
Driving cars, light duty trucks			X		
Driving heavy duty vehicles	X				
Repetitive motion of hands/fingers				X	
Grasping with hand, gripping			X		



	NA	NE	O	F	C
Lifting/carrying 10-25 pounds				X	
Lifting/carrying 26-50 pounds		X			
Lifting/carrying more than 50 pounds		X			
Pushing/Pulling		X			
Using Foot Controls	X				
Work in/exposure to inclement weather		X			
Work in/exposure to cold water		X			
Exposure to dust, chemicals or fumes			X		
Work/live in remote field sites	X				
Use of hazardous equipment (e.g. guns, chainsaws, explosives)	X				
Swimming, scuba diving	X				
Work at heights (e.g. towers, poles)	X				
Exposure to infection, germs or contagious diseases	X				
Exposure to blood, body fluid, or potentially contaminated materials	X				
Exposure to needles or sharp implements	X				
Use of hot equipment (e.g., ovens)		X			
Exposure to electrical current				X	
Seeing objects at a distance			X		
Seeing objects peripherally			X		
Seeing close work (e.g., typed print)					X
	NA	NE	O	F	C



Distinguishing colors					X
Hearing conversations or sounds					X
Hearing via radio or telephone				X	
Communicating through speech					X
Communicating by writing/reading					X
Distinguishing odors by smell	X				
Distinguishing tastes	X				
Exposure to wild/dangerous animals	X				
Exposure to insect bites or stings	X				
Work/travel in boat/small aircraft		X			
Exposure to aggressive/angry people			X		
Restraining/grappling with people	X				
Other: High volume of client contact			X		

I have read and understand the physical requirements and potential hazards of this position and am able to perform the physical requirements as stated above with or without reasonable accommodation.

Employee Signature

Date