

**The GCOOS- RA Communications Manager
Position Description and Performance Evaluation
August 2014**

The Communications Manager is responsible for leading the GCOOS communications strategy and activities. The Communications Manger reports directly to the Executive Director of GCOOS. The specific activities of the Communications Manager may be grouped into six areas:

- 1) Program Planning and management responsibilities
 - Responsible for leading the communication planning process that results in bi-annual (i.e., every two years) update to the GCOOS Communication Plan.
 - Coordinate with the GCOOS Executive Director and Board members, as appropriate, to incorporate GCOOS goals into the Communication Plan.
 - Implement and manage the Communication Plan results.
 - Foster positive relationships and contacts with all critical stakeholders.
 - Supports grant proposal development and reporting.
- 2) Maintain and enhance GCOOS Communication through mechanisms such as the GCOOS website, the GCOOS electronic monthly newsletter, GCOOS flyers, and GCOOS success stories.
 - Oversee improvements to, and content of, the GCOOS website.
 - Oversee regular publication of the GCOOS newsletter, with some content development.
 - Help develop public relations materials (e.g., flyers, success stories), tutorials and short videos, as appropriate.
- 3) Enhance communications within the GCOOS-RA and its partners
 - Serve as GCOOS liaison to GOMA Water Quality Priority Issue Team, NOAA Gulf of Mexico Regional Collaboration Team (GOMRCT), and other Gulf of Mexico regional groups, as appropriate.
 - Participate in other meetings around the Gulf as directed by the Executive Director and/or the Associate Executive Director.
 - Support GCOOS Membership Committee, Governmental Relations Committee, O/E Council, and other GCOOS advisory/working groups as appropriate
 - Participate in GCOOS staff meetings
- 4) Enhance communication beyond the GCOOS-RA to reach more stakeholders.
 - Help identify public relations opportunities for GCOOS (e.g., journal articles, highlighted presentations at conferences and meetings).
 - When requested by the Executive Director, assist in the enhancing and maintaining an up-to-date GCOOS Build-out Plan.
 - Communicate and coordinate with U.S. IOOS Office and IOOS Association, as appropriate.
- 5) Increase the use of information provided by GCOOS and document that usage.
 - Identify needs and create documents or other materials to meet needs.
 - Create materials as directed by the GCOOS Executive Director and/or Board of Directors.

- 6) Evaluate GCOOS communication activities
- Monitor newsletter distribution and use Constant Contact statistics provided monthly by the newsletter administrator. Adapt newsletter in accordance with statistics and user feedback.
 - Monitor website usage using Word Press/Google statistics provided monthly by administrative assistant.
 - Document entities using GCOOS materials and number of uses.
 - Conduct annual survey of GCOOS stakeholders on communications.
 - Coordinate with GCOOS Executive Director, GCOOS Associate Director, Communications Team, and other GCOOS staff and Board members on an ongoing basis to ensure effective communication activities.

Reporting Activities

Submit monthly activity reports, including major activities planned for coming month, to the Executive Director. Submit activity reports to the Board, in desired format, as requested.

Key Performance Indicators for the GCOOS-RA Communications Manager

- Number and quality of the GCOOS Newsletter as evaluated by the Executive Director based on Board feedback.
- Using metrics such as Google analytics, analyze website statistics showing visits by distinct individuals looking for trends to direct future website activities. Adjust communications plan as a result of the analysis (quarterly).
- Number of meetings attended representing GCOOS and action steps taken as an outcome of meeting attendance.
- Number and quality of documents produced as evaluated by the Executive Director based on Board feedback.
- Number of interactions with other GCOOS task teams and action steps taken as an outcome of those interactions.