

New York Sea Grant (NYSG) seeks a dynamic and high energy individual to join our team as a **full-time Communications Digital Media Specialist** for the program.

The person in this position, **who will be based at Stony Brook University**, will help to effectively raise awareness of the program's efforts and impacts across the State, and enhance access by our coastal communities and partners to information, products, and tools of relevance and importance to them.

NOTES:

- **Applications must be submitted to SBU via the link below by Aug 1, 2024, 11:59:00 PM**
- **Resume/CV and cover letter should be included with the online application.**
- The position will be based at Stony Brook University, but support the program across the State, which requires some travel.
- Regarding telecommuting — Consistent with SBU's current employment and telework policies, after completion of a full year of employment and a satisfactory performance review, eligibility to participate in the SBU telework program will be available and evaluated. As per SBU's policies, employees will be expected to have a regular in-person presence at the official work location. **Employees should not expect to be approved to telecommute on a full-time or near full-time basis.**
- Salary range: \$57,000-\$65,000

How to Apply:

Please apply via SBU - [click here](#)

Required Qualifications (Evidenced by an attached resume):

- Bachelor's degree (foreign equivalent or higher). One [1] year of progressively responsible, full-time desktop experience (desktop publishing, graphic design, website and/or social media).
- In lieu of degree, five [5] years of progressively responsible full-time experience (desktop publishing, graphic design, website and/or social media), or a combination of higher education and experience totaling five [5] full-time years may be considered.
- Experience coordinating advanced desktop publishing projects.
- Experience working with freelancers. Highly proficient with layout/desktop publishing software, Adobe Creative Cloud programs such as InDesign.
- Experience with other software for images and graphic design (e.g., Illustrator, Photoshop, etc).
- Experience with video editing (e.g., Adobe Premiere Pro, Adobe After Effects, Final Cut Pro, iMovie) and social media promotion (e.g., Adobe Express, Canva).
- Experience in developing website and/or social media content.

Preferred Qualifications:

- Bachelor's degree (foreign equivalent or higher) in graphic design, graphic arts, or graphic

communications.

- Three full time years of progressively responsible, full-time desktop experience (desktop publishing, graphic design, website and/or social media).

Brief Description of Duties:

- Under supervision from [New York Sea Grant's Communications Manager](#), and in collaboration with other Extension and Research staff, the Digital Media specialist is responsible for social media posts (e.g., [Facebook](#), [Twitter/X](#), [Instagram](#), [YouTube](#)).
- New social media accounts may also be created on platforms such as Threads, SnapChat, and TikTok, as directed by NYSG)
- Website maintenance (www.nyseagrant.org)
- Graphic design and layout for New York Sea Grant's New York Coastlines e-newsletter, as well as publications such as brochures, fact sheets, letterhead, business cards and other various promotional items.
- Therefore, someone that is highly original, imaginative, and comfortable working with varied artistic media will be highly successful in this position. We need someone that has a good eye for how graphics and text will look to create pages and posts that are visually appealing, legible, and easy to read.
- Given the fact that this role must meet multiple, competing priorities and publishing deadlines at any given time, the selected candidate must have extensive experience working in a fast-paced, deadline driven environment with a high degree of accuracy and organization.
- The successful incumbent will also have excellent customer service and interpersonal skills, exercising strong organizational and time-management skills with an exceptional attention to detail.
- Essential for this role is the adeptness to work independently as well as part of a team with a collaborative approach to problem solving.
- Participate, as appropriate, in internal and external professional activities, which may require some travel to in- and out-of-state meetings and events.
- Activities could include: staying abreast of emerging developments within the field, researching and testing current software and software features to improve accuracy and efficiency of production, evaluating new hardware and software to determine suitability for present and future needs, identifying and taking corrective action to resolve routine hardware/software problems.

Communications Duties:

Support overall NYSG communications portfolio needs across all program divisions, strategic plan focus areas, and program geographies through:

Desktop Publishing

- Working iteratively with extension staff and the Communications manager, utilize desktop publishing tools, equipment, and software packages to design and produce a variety of high-quality communication materials (e.g., brochures, one-pagers, booklets, program synthesis documents) that incorporate text and graphic images.

- Design page layouts, charts, graphs, and computer graphics, overseeing choice of paper stock, binding, folding, and use of color.
- Import text and graphics into electronic page layouts; prepare file format, resolution, and file export for online as well as professional printing.
- Select, import, and edit graphic images, including photos, to be used to enhance the impact of the materials.
- Convert drawings and other materials into digital images; import text and graphics into desktop publishing software programs.
- Format and combine text, numerical data, photographs, illustrations, charts, and other visual elements.
- Edit graphics and photos using pixel or bitmap editing, airbrushing, masking, or image retouching.
- Create special effects such as vignettes, mosaics, and image combining, and add elements such as sound and animation to electronic publications.
- Ensure all details such as margins, font sizes, and the overall appearance and accuracy of their work.
- Complete all document creation and modifications accurately and within the expected timelines.

Website / Social Media

- Assist in maintaining timely and relevant NYSG website content, including stories on individual Extension Specialist pages (via a Content Management System-based platform).
- In consultation with relevant staff, develop content, distribute, and track NYSG social media postings (on [Facebook](#), [Twitter/X](#), [Instagram](#), [YouTube](#)).
- Graphic design and layout (e.g. for website, infographics, other printed products) and end products (e.g., videos)

Projects

- With guidance from the Communications Manager, coordinate advanced digital and publication projects for New York Sea Grant.
- Keep accurate records of publications, social media, and website content and archive materials relating to completed projects.
- Canvass and then collaborate with NYSG Extension staff, researchers, freelance graphic designers, illustrators, and printers as necessary to produce master copies according to design specifications.
- In regards to layout and design, prepare proper file dimensions, crop marks, and file format based on project.
- Check proofs, or preliminary layouts, for errors and make corrections.
- In regards to e-publications, revise contacts lists for newsletter; modify design template for newsletter as needed.

Databases

- Populate and update online publications database.
- Oversee the timely production and delivery of publications – including extension fact sheets/brochures, journal reprints, newsletters, scholar theses – to the National Sea Grant Library as mandated; update procedures in keeping with guidelines from the NSGL.
- Create and maintain a statewide digital platform image database; create enhanced metadata for each image to optimize the user's ability to search and discover needed files (i.e. topic, captions and photo credits.)
- Record and administer department invoicing in relation to publications content.

Other duties as assigned, including ...

- Record and administer department invoicing in relation to publications content
- Pay invoices to vendors, file staff requests for reimbursements and order office supplies and software (via SUNY Stony Brook Walmart and procurement systems.)

Work-Place Skills

- Experience with digital communications strategies and other new media for communications.
- Experience using Content Management Systems or similar to assist with the update of existing and development of new web structures, pages and content.
- Experience with graphic design, branding principles and marketing.
- High energy and passion for the mission and activities of New York Sea Grant, a federal-state coastal science partnership program of the National Oceanic and Atmospheric Administration, the State University of New York and Cornell University.
- An ambitious, visionary, and creative approach to communications and advancement strategies.
- Experience working with a high degree of professionalism, integrity, tact and maintaining confidentiality and handling sensitive communications with discretion.
- Experience interacting with the general public as well as successfully building consensus among a large number of diverse colleagues, senior leadership, donors and outside agencies to address and resolve issues.
- Ability to be adaptive and nimble to an ever evolving program as well as the communications landscape.
- Experience effectively multi-tasking in a fast-paced, deadline driven environment with a high degree of accuracy and organization.
- Experience managing complex projects.
- Demonstrated commitment to a culture of respect, diversity, equity, and inclusion.
- Experience successfully promoting a working environment that encourages creativity, efficiency, and receptivity to change.
- Experience building long-term relationships based on trust, predictability, and communication.

- Strong organizational and time management skills with exceptional attention to detail.

Job Number: 2401577

Official Job Title: Editor II

Job Field: Administrative & Professional (non-Clinical)

Primary Location: US-NY-Stony Brook

Department/Hiring Area: Sea Grant

Schedule: Full-time Shift :Day Shift Shift Hours: 8:30- 5:00

Posting Start Date: Jul 2, 2024

Posting End Date: Aug 1, 2024, 11:59:00 PM

Salary:\$57,000-\$65,000

Appointment Type: Regular

Salary Grade:E4

About Stony Brook University

The Research Foundation of SUNY is a private educational corporation. Employment is subject to the Research Foundation policies and procedures, sponsor guidelines and the availability of funding. FLSA Exempt position, not eligible for the overtime provisions of the FLSA. Minimum salary threshold must be met to maintain FLSA exemption.

Due to U.S. Export Control laws and regulations, the candidate hired will need to be a U.S. citizen, lawful permanent resident, or other "protected individual" (as defined by 8 U.S.C. Sec. 1324b(a)(3)).

For this position, we are unable to sponsor candidates for work visas.

Resume/CV and cover letter should be included with the online application.

Stony Brook University is committed to excellence in diversity and the creation of an inclusive learning, and working environment. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, familial status, sexual orientation, gender identity or expression, age, disability, genetic information, veteran status and all other protected classes under federal or state laws.

If you need a disability-related accommodation, please call the university Office of Equity and Access (OEA) at (631) 632-6280 or visit [OEA](#).

In accordance with the Title II Crime Awareness and Security Act a copy of our crime statistics can be viewed [here](#).

Visit our [WHY WORK HERE](#) page to learn about the total rewards we offer.

Also see [SUNY Research Foundation: A Great Place to Work](#).

More Info: New York Sea Grant

New York Sea Grant (NYSG), a cooperative program of Cornell University and the State University of New York (SUNY), is one of 34 university-based programs under the National Oceanic and Atmospheric Administration's National Sea Grant College Program.

Since 1971, NYSG has represented a statewide network of integrated research, education and extension services promoting coastal community economic vitality, environmental sustainability and citizen

awareness and understanding about the State's marine and Great Lakes resources.

Through NYSG's efforts, the combined talents of university scientists and extension specialists help develop and transfer science-based information to many coastal user groups—businesses and industries, federal, state and local government decision-makers and agency managers, educators, the media and the interested public.

The program maintains Great Lakes offices at Cornell University, SUNY Buffalo, SUNY Oswego and the Wayne County Cooperative Extension office in Newark. In the State's marine waters, NYSG has offices at Stony Brook University and with Cornell Cooperative Extension of Nassau County on Long Island, Brooklyn College and Cornell Cooperative Extension in NYC and Kingston in the Hudson Valley.

For updates on Sea Grant activities: www.nyseagrant.org has

RSS, [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#) links. NYSG offers a free e-list sign up via www.nyseagrant.org/nycoastlines for its flagship publication, *NY Coastlines/Currents*, which is published quarterly.