

Job Description
Engagement Manager
California Wilderness Coalition (CalWild)

6/7/22



CalWild works to protect and restore the Golden State's wildest remaining lands and waters for the benefit of present and future generations.

Currently, CalWild is seeking an Engagement Manager to lead our communications and storytelling. The position is a full-time, salaried CalWild employee (40 hours per week with some evening and weekend work) working remotely, but with a very strong preference for those living in California. The position will require some limited travel to visit our program areas and help with events. CalWild staff, consultants, and volunteers all work remotely and are located throughout the state.

Position Overview

CalWild's Engagement Manager will focus primarily on improving our communications with supporters and growing our reach within California. CalWild is a 46-year-old organization modernizing our brand and building an organization to engage conservationists in the age of climate change and partisan politics.

The Engagement Manager will work with our Development Director to oversee and implement all of our communications channels including social media, website, email, advertising, and other marketing work. This diversity of work will allow for the right person to lean on their strengths to help CalWild grow our reach and impact.

Responsibilities include:

- Serve as the primary story-builder and storyteller for the organization;
- Lead all the organization's communications work including social media, website, emails, advertising, printed materials, select mailers, digital graphics, and traditional public relations;
- Assist on partnerships with businesses and corporate brands including events, sponsorships, and Group Memberships;
- Provide communications assistance to CalWild's various programs and campaigns;
- Work closely with our Development Director to plan and implement our yearly fundraising plan including email appeals, physical mailers, paid advertising, and other promotions;

- Collaborate with our marketing consultant on developing a consistent look and feel as well as messaging for the organization;
- Assist the Development Director in managing our donor database (EveryAction), including data entry, implementing best practices, list-building and segmentation, and targeting materials to solicit both existing donors and prospects;
- Assist program staff in the development of content based on our programmatic work;
- Manage, update, and improve the CalWild website (WordPress) with assistance from Development Director; and
- Regularly produce content including social media posts, blogs, website updates, blog entries, hard copy newsletters and year-end report, and photos for CalWild's administrative staff

Desired Qualifications:

- A strong, personal commitment to conservation. A demonstrated passion to protecting California's public lands is preferred
- Proven, compelling writing skills including social media posts, organizational emails, blogs, other organizational material
- Demonstrated experience with managing social media channels and websites for an organization or other group
- Experience working within a customer relationship management (CRM) system
- Skilled in word processing and spreadsheet software such as Microsoft Word/Office and Google Docs/Sheets
- Skilled in graphic design including experience with Adobe Suite
- A willingness to work collaboratively with people of diverse backgrounds and interests
- A willingness to travel to see CalWild's program work and events several times a year
- Experience promoting and managing events a plus
- Capacity to be self-directed and self-motivated in your work
- Experience in conservation activism and community organizing are preferred, though not required

- Experience with the environmental justice community a plus
- Excellent public speaking skills are preferred
- Experience managing and cultivating press contacts is a plus
- A Bachelor's Degree is preferred, but not required

Salary Range (depending on experience): \$50,000-60,000

Other benefits: Health, dental, and vision benefits. Retirement benefits. Pro deals on many outdoor industry brands.

Anticipated start date: September 1st

How to Apply

Please send a cover letter, resume and writing sample to admin@calwild.org. Also, please reference where you saw the job posting in your cover letter.