

***Seeking:* Brand and Marketing Director**

- Full time (36 hours week).
- Hybrid position; a balance of remote and in-person. The Conservancy's office is located at 27317 Mountain Meadow Rd, Escondido.
- Salary range from \$55,000 to \$85,000 annually, depending on experience.
- The Conservancy provides competitive benefits for full-time staff including 401k matching at 4% and generous vacation. Additionally, full-time employees receive 14 holidays and the week between Christmas and New Year's Day off, with pay.
- This is an immediate opening.

Background – Brand and Marketing Director

The Escondido Creek Conservancy (Conservancy) is seeking a creative and experienced brand and marketing leader to join our team. Cultivating lasting relationships is central to this position. The Brand and Marketing Director (Director) enjoys working with people and engaging them in the Conservancy's mission to preserve and protect the Escondido Creek watershed in North San Diego County, California. The Director will be integral to the work of our dynamic staff, helping them by advancing strategies that will support the Conservancy financially and through enhanced volunteer engagement. The Conservancy's core functions which the Director will support include operations, land protection and outdoor education.

The Director will drive public awareness and engagement of the Conservancy's mission and vision. This role is an exciting leadership opportunity to creatively evolve and expand the Conservancy's current marketing, outreach, and communication's efforts, building off a strong foundation of successful conservation and volunteer outreach programs, digital content marketing, and donor development.

This is a new position that will report to the Executive Director. In addition to working closely with Conservancy staff, the Director will work with Conservancy Board Members and collaborate with the Conservancy's volunteer fundraising committee members.

The Conservancy currently manages 3,100 acres of habitat-rich property in the Escondido Creek watershed in North San Diego County and frequently adds to its conservation land portfolio. Additionally, the Conservancy provides outstanding outdoor education programming to over 5,000 youth and adults per year. www.escondidocreek.org.

Skills and Qualifications:

- 3-5 years' experience in cause-related marketing, communications, volunteer outreach/retention, and fundraising.
- Familiarity with various media channels and understand how to leverage them for brand promotion.
- A professional who loves working with people and the challenge of creating and implementing successful brand and marketing strategies benefiting a wonderful cause.
- Excellent leadership, project, and time management skills.
- Strong verbal and written communications skills; adept at persuasion messaging.
- Demonstrated success in fostering positive, long-term partnerships with volunteers, reporters, influencers, and donors.
- Event management and public outreach experience.
- A creative, goal-oriented mindset in developing innovative marketing ideas.
- Proficiency in analyzing market trends and internal data.
- A team player who values collaboration and brings a solutions-oriented attitude.
- An ability to get up to speed fast with digital tools we use daily: Zoom, MailChimp, Eventbrite, Microsoft Teams, Canva, Google Drive, Little Green Light, Wix etc.
- An innovator dedicated to making a difference in the world.
- At least a bachelor's degree is preferred.
- Current California driver's license, automobile insurance and an automobile in good working order.
- All Conservancy staff must be vaccinated against COVID-19 or have a legitimate exemption per Conservancy policy.

Additional Skills that will be considered, but are not required:

- Advertising and customer relationship management systems, graphic design, video creation, website coding, Google Analytics, and other communications skills;
- Fluency in Spanish or other commonly spoken languages in North San Diego County; and
- Diversity, equity, inclusion, and justice work or training.

Key Responsibilities

Summary:

Working with the Executive Director, the successful candidate will manage the brand and marketing work of the Conservancy including two annual paper mailings to the donor database, a monthly electronic newsletter, website updates and revisions, media articles, social and earned media, and donor recognition. Success in this position is measured by ensuring consistently high-quality products produced professionally with message continuity to donors and supporters.

Marketing: Donor Development and Volunteer Outreach (45%)

- Lead a marketing and outreach strategy to increase the Conservancy’s visibility and revenue generated, both continuously reconnecting with current donors and supporters while connecting new audiences to the Conservancy’s mission.
- Support and grow the Conservancy’s donor database, Little Green Light, to ensure records are secure and accurate and donor communications are timely and high quality.
- Build lasting partnerships with community leaders, businesses, and key stakeholders to expand the Conservancy’s reach, impact, and influence.
- Oversee a marketing and advertising program, including social and traditional media, that is cost-effective and in alignment with the Conservancy’s strategic plan.
- Manage key marketing components of the Conservancy’s land acquisition, operations, and education fundraising campaigns, to maximize donor participation.
- Represent the organization at public events and develop a scalable strategy to increase the Conservancy’s physical presence at community activities through deployment of Board Members and other volunteers.
- Explore content collaboration with trusted brands, influencers, and community leaders.
- Assist with surveys, virtual focus groups, and other community listening tactics.
- Maintain a working knowledge of key trends in the field of fundraising, volunteer outreach/retention and nonprofit development including endowment, legacy gifts, and capital campaigns.
- Provide leadership and support to the Executive Director for all fundraising activities including annual giving, donor mailings, endowment, major gifts, legacy gifts, capital campaigns, grants, special projects, fundraising events, and other fundraising solicitations as required.
- The Director will develop and lead the Conservancy’s efforts to increase its current donor base.

Increasing Brand Awareness (20%)

- Develop segmented marketing strategies to meet and grow audience needs in targeted regions of North San Diego County, for example, San Elijo Hills/San Marcos.
- Provide training materials and light coaching for brand ambassadors (Board members, staff, key volunteers, and supporters) to ensure cross-organization consistency.
- Manage branded supplies, create, and investigate community sponsors for co-branded materials.
- Assist the Executive Director, key Board Members and staff with public engagement activities and identify new opportunities that increase the Conservancy’s profile as a trusted thought leader.
- Monitor the latest marketing and brand trends and support ways to evolve the Conservancy’s strategies.
- Ensure the Conservancy’s messaging is consistent across all social media and other marketing platforms.

Media Relations (20%)

- Lead an earned media strategy that generates positive, year-round coverage and is achievable with current resources. Regularly evaluate the efficacy of Conservancy media relations efforts.
- Nurture good rapport with journalists, editors, and influencers to enhance the organization's position as a go-to resource on land conservation in North San Diego County.
- Proactively pitch story ideas, participate in interviews, and craft compelling press materials.
- Monitor third-party media coverage, conservation news, and industry trends to identify opportunities or issues that require attention.
- Provide light coaching for spokespersons to ensure effective and consistent public messaging.
- Manage rapid-response communications during crisis situations.
- Manage media briefings and press events to optimize key announcements and achievements.
- Manage and expand existing “Conservancy Corner” in the Coast News and outreach to HOAs and other community newsletters, with a primary focus on communities adjacent to Conservancy preserves.

Additional responsibilities (15%)

- Attend required in-person weekly staff meetings, staff training and occasional committee and Board meetings.

Reporting and Leadership:

The Brand and Marketing Director reports to the Executive Director and works closely with Conservancy staff and volunteers. The Director receives support from a part-time Administrative Assistant who is available to help with maintaining the donor database and other donor-related and Conservancy administrative tasks. Additionally, the Director will supervise a half-time volunteer/outreach coordinator.

Location and Logistics:

Conservancy staff are currently working on a hybrid basis, in the field, at home and at the Conservancy office at 27317 Mountain Meadow Road in Escondido 2-3 days per week. Conservancy properties and activities are located throughout the Escondido Creek watershed in North San Diego County, California. Work is generally Monday-Friday, but weekend and evening work is periodically required.

Compensation:

Salary range from \$55,000 to \$85,000, depending on experience. The Conservancy provides competitive benefits and payment for mileage.

Inclusion and equity:

The Conservancy recognizes the significance of inclusion and equity, and we are actively working on it and continuing to learn. We advocate for and facilitate equitable access to nature through outdoor experiences for everyone, including outdoor education. The Escondido Creek Conservancy is committed to building a diverse and inclusive environment reflecting the diversity of our community in its board, staff, volunteers, and supporters and ensuring its internal culture, business practices, and programs are welcoming and advance its diversity goals.

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This is an immediate opening!

Please apply as soon as possible to be considered. Please submit cover letter, telling us why you are the best candidate for the position; your resume; examples of successful marketing and branding campaigns you've developed and implemented; writing samples and references to information@escondidocreek.org. Feel free to also include other materials that will help us understand your background and passion for this role. No phone calls please.