

Position Available – Marketing and Outreach Manager

The Escondido Creek Conservancy (Conservancy) is seeking a Marketing and Outreach Manager to help grow the Conservancy's support base through social and traditional media, as well as provide outreach to supporters, volunteers, donors, and the public.

The Conservancy currently manages almost 3,000 acres of nature preserves within the Escondido Creek watershed in northern San Diego County. The Conservancy also implements outdoor education programs to thousands of schoolchildren and adults every year. This position requires a love of the outdoors; strong writing, marketing, executive function and organizational skills; knowledge and experience in media, including social and traditional media and video, and exceptional people skills.

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Duties:

Marketing and Communications –

The Manager will help refine and implement the Conservancy's communications and marketing programs, including producing content, overseeing and updating the Conservancy's website, producing the Conservancy's regular progress reports, and monthly e-newsletter and bi-annual paper newsletters, and facilitating special events. The Manager will also track and analyze the Conservancy's communications and volunteer metrics, making recommendations and changes as required to improve performance.

Outreach –

During the pandemic, volunteer activities will be less of a focus for the position. However, post-pandemic, the Manager will also help recruit, manage and grow the Conservancy's volunteer base, and coordinate and implement some volunteer activities, including organizing and leading hikes and other outdoor adventures. Duties include working with the Conservancy's education and conservation teams to increase the number of volunteers engaged and trained as part of the Conservancy's land stewardship program, which provides trained land stewards on Conservancy lands.

General –

The Manager will also be responsible for writing grants to help fund marketing and outreach activities and supporting other Conservancy staff in the production of the Conservancy's publications, including grants and reports.

Reporting, Location and Logistics:

The Marketing and Outreach Manager reports to the executive director. Workplace is currently remote (due to the COVID-19 pandemic), but includes periodic visits to the Conservancy's office located in downtown Escondido and some field work. Please note: The Conservancy is moving its office to Hidden Meadows in Northern Escondido, which will become the Manager's workplace by the end of 2021. Occasional weekend and evening work will be required.

Desired Qualifications:

This is a position for someone with 1-2 years' experience in marketing, media and/or volunteer coordination and a Bachelor's degree or greater in a related field. 3+ years of experience in the field can be substituted in lieu of a degree. Internship experience will suffice as work

experience for the right candidate. We are looking for a creative strategic thinker with social and traditional media talent who loves the outdoors and loves working with highly energetic and inspirational people. The Marketing and Outreach Manager must be a team player, an exceptional writer, and a highly-organized person with experience working with the public and the ability to effectively work with a diverse range of people. Excellent problem-solving skills and a positive “get it done” attitude are essential. Spanish speaking and writing skills would be very helpful, as would video editing skills and experience with Microsoft Publisher, Excel, PowerPoint, Photoshop, WordPress, Google Analytics and MailChimp.

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Required:

California driver’s license, automobile insurance, an automobile in good working order, and the ability to pass a background check.

Compensation:

Salary range is \$35,000 to \$45,000, negotiable, depending on experience. The Conservancy provides competitive benefits, including health insurance and 401K matching, and payment for mileage.

While the position will remain open until filled, our goal is to conduct interviews by early February 2021 and fill the position before March 1, 2021. Please submit a resume and cover letter, describing your qualifications for the position, as well as 2 or more examples of your work by **January 15, 2021** to information@escondidocreek.org or via regular mail to The Escondido Creek Conservancy, P.O. Box 460791, Escondido CA 92046. No phone calls please.