

Marketing & Communication Associate

The Marketing & Communication Associate helps grow the Conservancy's support base through social and traditional media, informing and engaging the public in the Conservancy's work and implementing a comprehensive communications strategy.

About:

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 passion and love of the outdoors; strong writing, marketing, flexible thinking, and organizational skills. Also important is knowledge and experience in media, including social and traditional media, and exceptional people skills. Design skills for imagery, video, social and web are used regularly.

Though the Conservancy has been highly successful with land conservation/restoration and outdoor education, it is still not very well known in the community. It is critical that we build a solid base of regional awareness and support with all segments of our community as we expand our work into new areas of the watershed – including urban areas and areas east of the city.

Duties:

The Associate will help refine and implement the Conservancy's communications and marketing programs, including production of print and digital content for web, manage the Conservancy's social and traditional media, update the Conservancy's website (currently Wordpress), produce the Conservancy's regular progress reports, monthly e-newsletter and bi-annual paper newsletters. The Associate will also track and analyze the Conservancy's communications metrics, making recommendations and changes as required to improve performance.

The Associate will also write grants to help fund marketing and communications activities and support other Conservancy staff in the production of the Conservancy's publications.

Reporting, Location and Logistics:

The Associate reports to the Executive Director. Workplace is currently remote (due to the COVID-19 pandemic), but could include 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 Associate's workplace by the end of 2021. Occasional weekend and evening work will be required.

Desired Qualifications:

This is a position for someone with at least 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 creative, social and traditional media talent who loves the outdoors and working with highly energetic and inspirational people. The

Associate 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 Adobe Creative Suite (Powerpoint, Photoshop, Illustrator & InDesign) or Canva, WordPress, Google Analytics and MailChimp, among other programs.



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 \$60,000, negotiable, depending on experience. The Conservancy provides competitive benefits, including health insurance and 401K matching, and payment for mileage. This role could also be held by a consultant, in compliance with California law, but without benefits.

Timeframe:

Please submit a cover letter, resume, a portfolio of your work, and references to information@escondidocreek.org by **August 13, 2021**. Only applicants that have provided these materials will be considered.