



## **JOB DESCRIPTION**

### **Events & Communications Manager**

**Santa Barbara, California**

**Application Deadline: December 1, 2017**

Los Padres ForestWatch, one of the leading land and wildlife conservation organizations along California's central coast, is seeking a full-time Events & Communications Manager. Our work spans nearly 220 miles of some of California's most spectacular landscapes, from the famed Big Sur shoreline to the backcountry of the Los Padres National Forest, the Carrizo Plain National Monument, and other public lands in San Luis Obispo, Santa Barbara, and Ventura counties. The Manager will help us build on our successful thirteen-year track record of land conservation throughout our region.

#### **Overview of Position**

The Events & Communications Manager will oversee ForestWatch's public outreach, marketing, and events. They will assist with all facets of planning our two annual WILD! benefit events in Ojai and Santa Barbara (attended by approximately 300 people each), along with several smaller events for our donors, members, and the general public. Events are critical to the ForestWatch mission, enabling us to educate, inspire, and engage local citizens in our work, while also stewarding our donors and raising valuable funds to support our conservation initiatives.

In addition, the Events & Communications Manager will work with other staff to produce and deploy traditional and social media for a variety of target audiences, including local, regional, and national media as well as ForestWatch donors, volunteers, and advocates. The position will also provide assistance with enhancing our marketing and brand, developing our website, designing promotional materials, and building our presence in communities throughout the central coast.

#### **Responsibilities**

Work with the Director of Membership & Advancement to successfully plan and execute two major benefit events annually. (60%)

- Design, print, and mail event invitations in conjunction with our graphic designer and print house
- Outreach to local businesses and individuals and solicit donations for silent and live auction
- Maintain database of auction donors, auction items, and event attendees
- Coordinate facility and equipment rentals
- Book musical entertainment

- Coordinate with caterer and other vendors, and secure wine and beer donations
- Oversee ticketing, guest list, check-in, and check-out
- Manage event committees & coordinate volunteers
- Promote the event to ensure strong attendance

Manage logistics of three membership gatherings, one donor gathering, field trips, and other outreach events throughout the year. (10%)

Manage all aspects of branding, communications, and marketing to support our programs. (30%)

- Update external and internal marketing materials and expand our social media presence.
- Deploy traditional and social media for a variety of target audiences. Includes preparation of news releases, website and social media posts, quarterly newsletter, monthly e-news, and other communications.
- Enhance our marketing and brand, design promotional materials, and build our presence at community events.
- Work with staff and volunteers to increase our visibility at community events including Earth Day festivals, Farmers' Markets, and other events.

## **Qualifications**

- Bachelor's degree in Communications or related field and/or minimum three years' experience in a marketing, communications, or event planning role.
- Demonstrated ability to work independently in a team setting and be accountable to others.
- Excellent written and verbal communications skills.
- Attention to detail.
- Fluent with online and social media marketing and engagement strategies.
- Proficient with Microsoft Office. Experience with Photoshop and InDesign preferred.
- Experience editing a website using a content management system, preferably Wordpress.
- Self-motivated with a strong drive to exceed expectations.
- Sense of humor.
- Strong commitment to environmental protection.

## **Compensation**

ForestWatch offers an excellent benefits package, including employer-paid medical insurance, a generous paid holiday and vacation package, and a 403(b) retirement savings plan. ForestWatch employees also enjoy significant pro discounts from some of the world's leading outdoor apparel and equipment companies. The salary for this position is commensurate with experience and comparable to that of other nonprofits in the region.

## **Application Procedure**

To apply, please send a cover letter describing your qualifications for this position, your resume, a 1-2 page writing sample geared to an external audience (e.g. press release, action alert, newsletter article, etc.), and the names and contact information of three professional references to [jobs@LPFW.org](mailto:jobs@LPFW.org). Due to the volume of applicants, only those considered for an interview will be contacted. No phone calls, please.

This position is available immediately. Applications must be submitted by December 1, and will be reviewed on a rolling basis until the position is filled.

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