

	Date Issued: 06/20/23 Date Revised: N/A	Department/Function: Communication & Development
Job Title: Communications Manager	Reports To: Executive Director	Approved by: Laurie Egan, Executive Director
FLSA Status: Exempt Salary: \$64,500-\$69,200 commensurate with experience Benefits: Health (up to \$450/mo.), vision and dental insurance, professional development, meaningful paid time off, and a 3% matching retirement contribution after a 90-day introductory period.		Terms: Full-time: 36-40 hours per week, Monday through Friday, with occasional evening and weekend work.

About the Coastal Watershed Council

The Coastal Watershed Council is a dynamic and growing 501(c)(3) non-profit based in Santa Cruz, CA, working to transform the lower San Lorenzo River into a community destination by inspiring people to explore, enhance and protect this critical natural resource. When people care for the river, learn about its significance, and build a connection to nature, it benefits the river ecosystem and the community. CWC’s four key programs include youth empowerment, habitat enhancement, water quality improvements and community building. CWC’s work takes place on unceded territory of Awaswas-speaking Uypi tribe.

Job Summary:

Reporting to the Executive Director, the Communications Manager leads the Coastal Watershed Council’s efforts to promote the impact of its work to donors, program partners and participants and other members of the public. You’ll thrive in this role if you have a strategic mindset and excellent storytelling abilities, with an interest in creating compelling written and visual content, develop effective fundraising communications, and overseeing all communication channels. This role will oversee CWC’s Development Associate and artist in residence, collaborate closely with all members of the CWC staff and board, and help propel our organization's growth and the success of our programs to revitalize the San Lorenzo River.

Essential Duties & Responsibilities:

- Strategize, implement, and manage all communication efforts to meet organizational and fundraising goals and objectives.
- Create consistent high-quality written and visual content, seize timely opportunities, and tell stories that convey impact and inspire financial investment through channels including annual reports, newsletters, and fundraising communications.
- Manage communication and development staff, volunteers, and vendors. Oversee all written and visual content created and support technical troubleshooting.

- Support the Executive Director, Board of Directors and CWC team members in crafting effective communication to reach donors, volunteers, government representatives, program partners and participants and others.
- Collaborate with CWC team members to convey program highlights, impact, and stories, including to donor and media contacts.
- Strengthen and maintain the systems that facilitate relationships and track communications effectiveness including Salesforce CRM and Google Analytics.
- Update and maintain key organization marketing materials including web presence, printed collateral, and branded products.
- Lead effective internal communications strategy to promote inclusion for CWC team members.
- Serve as the first point of communication for incoming organizational email, social media and inquiries from the media and the public.
- Positively represent CWC at public events, donor meetings and in the community.
- Perform other duties as assigned.

Education & Experience (required):

- 4+ years' experience in a related role

Education & Experience (preferred):

- Bachelor's degree in related field.
- Managerial experience
- Experience working with artists and/or on public art projects

Knowledge, Skills & Abilities (required):

- Strong speaking, writing and editing skills with good storytelling instincts.
- Proficiency with communications-related tech tools.
- Excellent networking, relationship building, interpersonal, organization and time-management skills.
- Self-motivated in identifying challenges/opportunities and providing recommendations for solutions.
- Adept at making environmental concepts and outcomes accessible and relevant to people of all ages and backgrounds.
- Comfort with working independently and driving workflows with a team of collaborators in a hybrid remote/in-person team.
- Availability to work evening and weekend events as needed.

Knowledge, Skills & Abilities (preferred):

- Knowledge of fundraising best practices and basic environmental principles.
- Ability to communicate in English and Spanish.

Additional Information:

Direct Reports: 2

Travel Requirements: Minimal

License and Certification Requirements: California Class C Driver's License and proof of a good driving record as evidenced by freedom from multiple or serious traffic violations or accidents for at least two (2) years duration. Commercial Driver's License (CDL) preferred.

Disclaimer:

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

The Coastal Watershed Council reserves the right to alter this description at any time. The Coastal Watershed Council practices the concept of equal employment opportunity with respect to hiring, promotions, transfers, pay discipline, fringe benefits, and all other terms and conditions of employment. No individual will be discriminated against, and no employment decisions will be made, on the basis of an individual's race, color, national origin, religion, age, gender, protected disability, marital status, familial status, veteran status, height, weight, or citizenship.

CWC is committed to ensuring equal employment opportunity and non-discrimination. CWC prohibits unlawful discrimination in any term or condition of employment against any employee or applicant for employment because of the individual's race, color, religion, gender, marital status, age, national origin, ancestry, citizenship, sexual orientation, medical condition, genetic information, disability, membership or service in the U.S. Armed Forces, or any other characteristic protected by law. This policy applies to all personnel transactions, including, but not limited to, recruitment, hiring, placement, training, compensation, benefits, leave of absence, transfer, promotion, demotion, discipline, layoff, and termination.

CWC is proud to be an equal opportunity employer and are committed to making this the best place in the county to work, where we're all proud of our work with the Santa Cruz community. People of color, women, persons with disabilities, veterans, and LGBTQIA+ persons are highly encouraged to apply.

To Apply:

Applications will be accepted on a rolling basis until the position is filled. Interested applicants are encouraged to apply as soon as possible and by July 11, 2023. To apply, email your resume to legan@coastal-watershed.org with Communications Manager in the subject line.