



California State Parks Foundation
Communications coordinator job description

Title: Communications coordinator
Reports to: Communications manager
Location: San Francisco, CA
Date: July 19, 2017

California State Parks Foundation (CSPF) is a member-supported nonprofit dedicated to protecting, improving and advocating for all of California's state parks. With our community of supporters, we deliver innovative solutions for an excellent parks system by facilitating park improvements, inspiring stewardship, supporting partners, advocating for sound policies, and connecting people to parks. Together we ensure that the natural beauty, rich culture and history, and recreational and educational opportunities of our 280 state parks are available for all to enjoy now and for generations to come.

JOB DESCRIPTION:

California State Parks Foundation seeks an experienced, full-time communications coordinator to join our team and work on our robust and growing social media and online communications presence. Reporting to the communications manager and working collaboratively with program and development staff, the communications coordinator will implement a strategic social media plan, contribute heavily to the production of online communications, and support a variety of communications projects that reach a wide variety of audiences, including donors and members, volunteers, funders, policymakers, activists, the media, and the public. Excellent writing, editing, and proofreading skills are essential.

RESPONSIBILITIES:

Social media content creation and community management (50%):

- Own and manage the Foundation's social media accounts (Facebook, Twitter, Instagram, Flickr, YouTube and more) in line with organization's strategic and communications goals
- Develop original, compelling content for all social media
- Manage online community of 100,000+ social media followers, including responding to questions and moderating posts
- Identify opportunities to grow social media presence, via new channels, increased reach and engagement, and developing and executing special campaigns
- Oversee monthly online photo contest, run through Flickr
- Design reports and monitor social media analytics and success measurements, regularly and on specific campaigns, and apply data to improve social media strategy

Online communications (25%):

- Write, create and schedule monthly E-News in email marketing software
- Assist program, advocacy and development staff with creating and scheduling email messages and alerts in emailing marketing system
- Maintain current and accurate website content, making updates, edits and new pages in the content management system (CMS)
- Design reports and monitor email and website analytics and success measurements, regularly and on specific campaigns, and apply data to improve email and website strategy

Other communications project assistance (25%):

- Contribute to working toward organizational communications goals, such as storytelling, branding and messaging, and more
- Contribute to communications projects and plans for publications, events, fundraisers and more
- May include writing, photo management, copy-editing/proofreading, research, fact-checking, graphic development, etc.
- Administrative and other duties as needed or assigned

QUALIFICATIONS:

- Professional experience creating content for a brand's, company's, or organization's social media presence, including Twitter, Facebook and Instagram (non-profit experience a plus)
- Experience using web content management systems and basic HTML knowledge
- Experience using email marketing software
- Extremely organized, process-oriented and able to manage a lot of moving pieces with exceptional attention to detail – really, really exceptional attention to detail
- Able to work both independently and collaboratively across teams
- Strong written and verbal communication skills
- Open to learning new skills and trying new things
- Proficiency in Microsoft Office
- Adobe Creative Suite experience preferred
- Customer service experience a plus
- Commitment to California State Parks Foundation's mission
- Able to attend events, sometimes on weekends or evenings, as necessary (infrequent travel required)
- Able to work at a computer for long periods of time, work in and move across an office setting, communicate with colleagues and constituents, and occasionally move items up to 25 lbs, with or without reasonable accommodation

COMPENSATION AND BENEFITS:

The salary range for this exempt position is \$45,000-50,000, depending on experience. Employee benefits include medical, dental and vision insurance; 401k retirement plan; pre-tax commuter benefits and a free shuttle to/from BART; and paid vacation, holidays and sick time.

TO APPLY:

Please email your application to careers@calparks.org with "Communications coordinator" in the subject line. Your application should include your resume, a thoughtful cover letter and a writing sample with an original Facebook post and original tweet for the California State Parks Foundation (additional writing samples or portfolios welcome), as three separate attachments with your first initial and last name in the file names. Applications considered on a rolling basis until position is filled.

The California State Parks Foundation is an Equal Opportunity Employer. People of color, LGBTQ people, people with disabilities and veterans are strongly encouraged to apply. Qualified applicants with arrest and conviction records will be considered for the position in accordance with San Francisco Fair Chance Ordinance, Police Code, Article 49.