



California State Parks Foundation
Membership Marketing Coordinator job description

Title: Membership Marketing Coordinator
Reports to: Director of Membership
Location: San Francisco, CA
Date: August 1, 2018

Mission: California State Parks Foundation protects and enhances state parks, and expands all Californians' access to the natural beauty, rich history and outstanding recreational opportunities in our parks.
Our Vision: We will improve quality of life for all Californians by ensuring positive, meaningful and healthy experiences in a flourishing state park system.

JOB DESCRIPTION:

California State Parks Foundation (CSPF) seeks an experienced, full-time Membership Marketing Coordinator to join our team and work on our robust and growing membership program. Reporting to the Director of Annual Giving and working collaboratively with our communications team and our programs and advocacy staff, the Membership Marketing Coordinator will bring creativity and cohesion to direct marketing letters and emails, promotional materials, web copy, acknowledgement letters and other member communications. This role will be a part of the internal storytelling team and help to create a streamlined story collection process. Applicants for this position should have strong interpersonal and communication skills as they will work with California State Parks Foundation employees, a team of outside consultants and our constituents. This is an exciting opportunity to engage the 50,000+ members along with potential members of California State Parks Foundation with the work their support makes possible in state parks.

RESPONSIBILITIES:

Content collection and editorial management (50%):

- Gather source documents, complete background research, develop outlines, fact check and conduct interviews by phone or email to gather necessary information.
- Synthesize findings with rigor, insight and elegance to best enable content creation.
- Provide editorial management in the development of stories and content for use in all Membership program campaigns.
- Assist in the storytelling process: contribute to a story library and manage deployment of stories through multiple channels.
- Brainstorm creative concepts and messaging with Director of Annual Giving and communications team to produce clear and compelling copy for print.
- Coordinate the production of the printed newsletters (5x per year), including design and content. Three issues of our *Parklands* newsletter for all members and two issues of *Brief* our major donor newsletter.
- Coordinate content and edits between CSPF and outside consultants, and/or contribute to editorial revisions.
- Photo collection and management for fundraising and cultivation campaigns.

Collaborate on integrated campaigns (25%):

- Integrate digital and social strategies with print for special campaigns (like #GivingTuesday, Park Champions Appreciation Month, and more) throughout the year, working closely with communications team.
- Participate in creative brainstorming and testing of ways to engage donors with the mission and programs of the organization beyond donating.
- Collaborate with programs and advocacy on program goals, the reason for giving, stories to convey the need and other relevant information.
- Work with programs and advocacy to identify ways to pitch membership within their events.

Direct marketing project management support (25%):

- Assist in setting and reinforcing project expectations with consultants as well as with our own team members, including managing changes or delays, helping to ensure projects are completed on time and on budget.
- Manage processes to streamline collaboration between consultants and CSPF staff across many priorities and time zones.
- Maintain transparency and accountability on project progress by documenting issues, tracking next steps and synthesizing status updates.
- Coordinate the implementation of additional membership program projects and communications, such as acknowledgement letters.
- Administrative and other duties as needed or assigned.

QUALIFICATIONS:

- The ideal candidate will have a minimum of two years of directly related experience with a non-profit, and/or marketing/communications experience preferred.
- Proven writing, editing, and proofreading skills.
- Ability to effectively collect, organize, extract information.
- Excellent organization and time management skills, with the ability to juggle multiple projects, keep track of short- and long-term priorities, and meet deadlines reliably.
- Exceptional attention to detail.
- Ability to work both independently and collaboratively with outstanding interpersonal skills, with ability to develop and sustain trusted relationships.
- Experience with project management software preferred.
- Ability to think through problems, take initiative and learn new technologies.
- Proficiency in Microsoft Office.
- 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 \$50,000-52,000, depending on experience. Employee benefits include medical, dental and vision insurance; 401k retirement plan; pre-tax commuter benefits; and paid vacation, holidays and sick time.

TO APPLY: Please email your application to careers@calparks.org with "Membership marketing coordinator" in the subject line. Your application should include your resume, a thoughtful cover letter that addresses why you are a good fit for this position and the organization, and two marketing writing samples (solicitation or cultivation letter or email preferred but not required, additional writing samples or portfolios welcome). Please use separate attachments for each individual component with your 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.

