

Director of Programs and Advocacy: California State Parks Foundation

California State Parks Foundation (CSPF) is a member-supported organization that protects, enhances and expands Californians' access to the natural beauty, rich history and outstanding recreational opportunities offered by California's state parks. We believe:

- Parks are essential for health, happiness and quality of life;
- Everyone, regardless of race, socioeconomic status, language, culture or zip code, should have equitable access to the beauty and benefits of parks;
- Parks need enthusiastic and engaged supporters to thrive;
- California's state park system contains cultural, historic and environmental treasures that must be preserved and protected;
- California deserves a state parks system that is culturally relevant, efficiently and effectively run, and adequately funded.

This exempt position is based in the Foundation's Sacramento office and reports to the Executive Director (ED). The Director of Programs and Advocacy will have overall strategic and operational responsibility for all program areas. The Director will be a part of the senior management team that drives the overall strategy for the organization and represents CSPF on a local, regional and state-wide basis. The Director will oversee a paid staff of four (three of whom are currently based in the San Francisco office) and manage additional key consultant relationships. The Director will know how to turn ideas into strategies, organize people to achieve big goals, build networks and marshal needed resources. S/he will build, maintain and oversee programs and statewide partnerships that further the Foundation's core mission of protecting, preserving and advocating for parks, with a focus on access, equity and excellence.

CSPF's program areas are:

- **Volunteerism:** Our successful Park Champions program facilitates volunteer work days in 50 state parks, including a flagship Earth Day annual statewide volunteer event;
- **Partnerships:** We build the capacity and leadership of park partner groups and other organizations supporting park access, while maintaining a strong and productive partnership with the Department of Parks and Recreation;
- **Advocacy:** We conduct legislative and grassroots advocacy, coalition-building, policy research and development, and public awareness and education. CSPF's annual Park Advocacy Day brings together grassroots park advocates and park partners from across the state to lobby the legislature on key park issues and celebrate the success and strength of our coalition's advocacy agenda;
- **Grants:** We provide direct financial support to parks and park support organizations to enable park improvements, align park management with best practices, and enhance user experience in parks.

Key responsibilities include:

Leadership:

- Enhance, flesh out and implement organizational vision as established by the Board of Directors.
- Ensure ongoing program excellence.
- Build on existing successful programs and innovate new ways to engage new/diverse communities. Work collaboratively with the Director of Advancement and Director of Annual Giving to maximize program impact and fundraising.
- Demonstrate consistent quality of finance and administration, fundraising, communications and systems; recommend timelines and resources needed to achieve program goals.
- Attract, develop, coach and retain high-performance team members, empowering them to elevate their level of responsibility, span of control and performance.
- Serve as liaison to the Board's Government Relations and Program committees.

Program Management:

- Oversee existing programs and develop program strategy to maximize organizational impact, including creating new programs or discontinuing existing ones.
- Work with program staff to develop annual work plans and goals that are aligned with the organization's overall strategy and mission, and provide consistent, constructive feedback on performance and expectations.
- Develop evaluation metrics and performance standards to assess program impact and effectiveness.
- Negotiating formal agreements with partners and managing consultant contracts.
- Work collaboratively with Director of Finance to develop annual program budgets and track program costs.

Knowledge Management:

- Develop the necessary systems, processes, and tools to better support the facilitation, collection, and sharing of knowledge and data that is generated by the organization's programs.
- Develop dissemination system to share organizational learning with a broad range of communities – funders, partners, donors and the general public.
- Ensure that key program outcomes are evaluated and leveraged for maximum community and organizational impact.
- Work collaboratively with senior management to integrate cross program activities and functions.

External Relationships and Partnership Building:

- Build and maintain strong relationships with partner organizations across the state, and develop new relationships to realize the Foundation’s commitment to expanding equitable park access and enhancing park experiences for all visitors.
- Conduct solid research and policy development to flesh out and support the organization’s advocacy agenda;
- Manage relationships with our lobbying firm and other contract legislative advisors.
- Manage the Foundation’s legislative and grassroots advocacy work, serving as the “face” of the Foundation in Sacramento, building strong relationships with the Department of Parks and Recreation, legislators and Capitol staff, and other park advocacy organizations.

Other duties and responsibilities as assigned.

Qualifications

This is an extraordinary opportunity for an individual who is a great communicator and strategic thinker, passionate about expanding access to parks and the environment, interested in making statewide impact and ready for the next step in his or her career. The successful candidate will lead programs, partner with the ED and work collaboratively with a high-performance management team to bring the Foundation to the next level of impact for California’s parks.

Required and desirable professional experiences include:

- 7 years of professional program management experience, with demonstrated success developing and evaluating programs and managing staff. Past experience managing programs with an environment or park focus is highly desirable.
- 3-5 years of experience conducting legislative advocacy and familiarity with California state politics strongly desired.
- Experience managing staff across multiple sites a plus.
- Current driver’s license required.
- Ability to lift at least 25 pounds and navigate hiking trails or unpaved terrain required.
- Travel within California once or twice per month is required, including some overnight trips and ability to work from the Foundation’s San Francisco offices as needed.

Required and desirable skills and competencies include:

- Strong project management skills managing complex, multifaceted projects resulting in measurable successes and program growth required.
- Excellent verbal and written communication skills with exceptional attention to detail required.

- Proficiency with standard office technology (word processing, calendar and email, spreadsheets, presentation software) required.
- Bachelor's degree required.
- Second language proficiency desirable.
- Experience working with diverse communities and promoting environmental and racial justice highly desirable.
- Experience using Salesforce is highly desirable.
- Desired personal qualities include integrity, credibility, teamwork, a commitment to the environment and passion for parks and the Foundation's mission.

To Apply:

Email your letter of interest and resume in PDF format to careers@calparks.org and include Director of Programs and Advocacy in the subject line.

The California State Parks Foundation is an Equal Opportunity Employer. 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