



CNPS Horticulture Outreach Manager Job Description

About CNPS

CNPS is a science-based conservation organization that celebrates and saves California's globally important plants and places. CNPS is powered by thousands of supporters in 35 chapters across California and Baja, as well as 30+ staff and numerous contractors supporting the organization and its programs.

Summary

The CNPS Horticulture Outreach Manager is the organization's public liaison for native plant gardening and landscaping partnerships and projects. Reporting to the Senior Director of Communications and Engagement and with guidance from the Director of Plant Science, they work with CNPS staff and partners, including CNPS chapters and volunteers, agencies and water districts, nurseries, schools, non-profits, business entrepreneurs, and private homeowners, to grow CNPS as the leader of the California native plant movement. Current projects:

- ✿ Bolster the demand for and supply of California native plants.
- ✿ Increase the number of private and public gardens and landscapes featuring California native plants.
- ✿ Publicize the benefits of native plant gardening.
- ✿ Promote the use of Calscape.org as the #1 California native plant web resource.
- ✿ Help gardeners and plant suppliers overcome barriers to native plant adoption.
- ✿ Leverage the efforts to attract new members, recruit volunteers, and strengthen partnerships.

Responsibilities

Serve as point person for CNPS Horticulture

- Lead the implementation of CNPS horticulture projects (e.g. water district partnerships, nursery/grower outreach, consumer education materials and online content).
- Facilitate horticulture stakeholder groups of partners and volunteers.
- Create or assist in developing project contracts, work plans, and budgets. Track outcomes and develop reports to funders and stakeholders.
- Work with supervisor and CNPS team to secure ongoing funding for CNPS horticulture.
- Organize annual CNPS Horticulture Symposia for industry leaders and partners.
- With Director of Plant Science and the Horticulture Expert Advisory Committee, ensure CNPS horticulture content and messaging is accurate and aligns with scientific and conservation goals.
- Involve chapter leaders and garden ambassadors to secure local input and ongoing support.

Support CNPS as the platform for horticulture information and outreach resources

- Work with staff, volunteers, and partners to develop and support consistent messaging, resources, and education about native plant gardening.
- Work with partners to develop resources (e.g. blog posts, virtual garden tours, videos, articles, brochures, planting guides, signage) to provide education and build the CNPS brand.
- Deliver presentations at chapter, water district, nursery, and other public events. Coordinate horticulture speaking opportunities and presentations by staff and volunteers.

Ensure Horticulture projects support CNPS goals for leadership in the native plant movement

- Ensure CNPS horticulture projects drive membership growth and greater awareness of CNPS.
- Promote the CNPS brand guidelines and messaging
- Identify opportunities to remove obstacles to adoption of native plant gardening, and work with partners to develop programs and resources to assist with this objective.
- Collaborate with partners, especially water agencies and nurseries, on initiatives such as turf-to-native rebate programs, nursery-consumer pipeline projects, and professional training.
- Engage key industry stakeholders and work with partners to provide educational programs and native plant resources for the nursery and landscaping industries.
- With CNPS Communications staff, communicate Horticulture and Outreach Program goals and results to a diverse audience via multi-media, news, and other outlets.

Qualifications

- Bachelor's degree.
- Excellent interpersonal skills and ability to work well with people of different backgrounds.
- Excellent oral and written communication skills.
- Demonstrated project management experience.
- Demonstrated ability to be a self-starter, and to complete detail-oriented work with high level of accuracy working independently or with a team.
- Ability to independently and efficiently manage multiple complex projects simultaneously.
- Ability to translate complex information into messages understandable to the general public.
- Knowledge and experience with Microsoft Office, Google suite, social media platforms, etc.

Additional Desired Skills

- Fluency in Spanish or other languages spoken by Californians.
- Knowledge of CNPS, familiarity with native plants and plant communities throughout California.

Physical Requirements

This job requires prolonged sitting and use of computer and mouse. It may require participation in field trips on uneven trails with variable grade. These requirements are representative, and reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Additional Job Requirements

- Travel to locations throughout California will be required. Work travel is reimbursed.
- Work time is generally Monday through Friday 8:00 to 5:00. Some flexibility is possible.
- A valid California driver's license and proof of car insurance are required, provided annually.

Status, Compensation, and Location

This is an exempt full-time staff position supervised by the Senior Director, Communications and Engagement. This is a key position and compensation is commensurate with qualifications and experience. CNPS offers very competitive benefits, including full payment of employee health insurance premiums, life insurance, 6% retirement match, and paid holidays and vacation. Position may be based at CNPS headquarters in Sacramento, at CNPS office in Berkeley, or remotely in Southern California; remote candidates must be willing to meet with CNPS staff in Sacramento and Berkeley as necessary.

To Apply

Please submit resume and cover letter to jobs@cnps.org with email subject line "*Horticulture Outreach Manager application.*" Please note your preferred location: Sacramento, Berkeley, or Southern California. Review of applications will begin January 20 and continue until position is filled.

CNPS is an Equal Opportunity Employer and candidates from diverse backgrounds are encouraged to apply.