Campaigns and Engagement 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 10,000 members in 35 chapters across California and Baja, as well as 30+ staff and numerous contractors supporting the organization and its programs.

Summary
From wildfire and climate change to the extinction crisis, California’s native plants and wild places are an important part of the biggest environmental stories of our time. Every day, CNPS is engaged in dozens of issues and stories that present powerful ways for CNPS to connect with the community, inform the public, and advance its important mission. The CNPS Campaigns and Engagement Manager helps develop and manage innovative and effective campaigns and communications to engage Californians of all backgrounds, grow CNPS membership, and further elevate the CNPS profile at the state and national level.

Responsibilities

Campaign Management
• With Senior Director and program staff, identify annual campaign opportunities, goals, and strategies.
• Work with Senior Director to develop communications plans and power mapping to ensure the right message is reaching the right audience in the right place.
• Create project plans and campaign dashboards to carefully track progress and workflow.
• Develop campaign messaging, social media toolkits, creative assets, landing pages and other supporting communications.
• Work with partners to spotlight their stories, broaden our reach, and amplify messaging.
• Develop logical, easy-to-navigate campaign funnels that generate measurable online conversion toward campaign goals and overall organization growth (e.g., email list-building, membership, donations).
• Partner with the CNPS Membership Manager to achieve consistent year-over-year growth for general-fund membership campaign.
• Partner with conservation staff, with time-sensitive public activation for conservation emergencies.

Social Media Management
• Work with other members of the Communications and Engagement team to develop a vibrant, functional digital editorial calendar to inform social media messaging across all leading platforms.
• Ensure social channels actively support organizational goals and campaign priorities.
• Oversee all social media channels in execution of content calendar.
• Identify new opportunities for social engagement campaigns and activities.
• Track social media metrics to demonstrate direct and indirect contribution toward goals.
• Strategically manage social media to connect with partners, thought influencers, and journalists.

Digital Platform Management and Communications
• Work with Senior Director, Membership Manager, and other team members as needed to plan digital editorial calendar for website properties, blog, and email.
• Work with Senior Director to develop annual action plan for website enhancements and priorities.
• Manage budget and project plans to ensure CNPS website is regularly updated.
• Improve user flow and content to support campaign conversion and landing page optimization.
• Oversee online marketing platform (email, marketing automation, and forms) to ensure best practice compliance and data hygiene.
Management
- Supervise Digital Strategist and multimedia intern.
- Set employees up for success with weekly check-in meetings, clear work plans, collaborative goal-setting, and a positive annual review process.
- Oversee budgets and work for web contractor; manage relationship with online marketing vendor.

Qualifications
- You have demonstrated experience and success in integrated growth campaigns.
- You’re a multi-disciplinary digital engagement expert who regularly uses major social channels, Google Analytics, HubSpot (or similar), WordPress (or other CMS) and email marketing platforms.
- You’re an early adopter of new media but also know when to stay focused on your core platforms.
- You’ve got solid experience in CRM, marketing automation, and personalization.
- You’re well-versed in CANSPAM, GDPR, and data security practices.
- You’re a strong writer who can adapt your style and voice to different channels and media.
- You stay calm and organized under competing and shifting deadlines in a fast-paced environment.
- You enjoy collaboration and input from others.
- You’re a self-starter and a closer. You don’t wait for someone else to solve the messy problems.

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 Information
- Multi-day travel to beautiful locations throughout California will be required. Work travel is reimbursed.
- Work location is at the CNPS office in Sacramento or in Berkeley, California.
- Work time is generally Monday through Friday 8:00 to 5:00. Flexible schedules are possible.
- A valid California driver’s license and proof of car insurance are required, provided annually.

Status and Compensation
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.

Equal Opportunity Policy
It is CNPS’s policy to afford equal employment opportunity to all persons. This policy demonstrates CNPS's commitment to creating a diverse and inclusive environment that values the different perspectives that diversity fosters. To better understand the demographic profile of CNPS applicants, we request candidates to fill out the volunteer questionnaire that is part of the application form. Your responses will remain confidential, anonymized, and not shared with the hiring committee.

To Apply
Please submit a resume and cover letter. Review of applications will begin May 8 and continue until position is filled.

Click here to apply

The California Native Plant Society is an Equal Opportunity Employer.
Candidates from diverse backgrounds are encouraged to apply.