



**Calscape Product Manager  
California Native Plant Society  
Job Announcement**

**About CNPS**

The California Native Plant Society (CNPS) is a statewide non-profit conservation organization ([www.cnps.org](http://www.cnps.org)) founded in 1965, with more than 10,000 members in 35 chapters across California and Baja California Mexico. The mission of CNPS is to increase understanding and appreciation of California's native plants and to conserve them and their natural habitats through scientific study, education, advocacy, horticulture, and land stewardship.

**Native Plant Horticulture and the Calscape Database**

As a team of professionals and volunteers, we accomplish our mission through scientific research, conservation, legislative advocacy, education, and gardening. Each year, the gardening (or horticulture) program attracts thousands of people, giving visitors personalized and specific ways to engage with native plants and make a difference in their own gardens and shared spaces. Strategically speaking, the horticulture program – alongside conservation advocacy – represents the organization's biggest way to engage the public and attract and retain new members. At the heart of this effort is the CNPS native plant horticulture database website - Calscape.org.

At its base, Calscape.org is a database-driven website that helps people discover which California native plants grow naturally in their location. That alone is a powerful resource, but we intend to make it much more – a user-friendly garden planner, a community science activation point, a personal platform for professionals and amateurs alike to showcase their gardens and expertise, and a robust native plant marketplace. Already, many of the building blocks for these features are in place. Now, we want to bring that potential to fruition with new features and a complete front and backend redesign. The Calscape Manager will be fundamental in making that happen.

**Job Summary**

The Calscape Manager is a full-time exempt position directly supervised by the Director of Biodiversity Initiatives. This position is responsible for both Calscape product development and program growth and development. The Calscape Manager will coordinate with CNPS Horticulture and Public Affairs staff, chapter representatives, partners, and industry stakeholders to drive growth, build features, and incorporate KPIs, data and user research to manage and market Calscape.

**Duties and Responsibilities**

**Product Development**

- Project manage technical and content development for all Calscape projects.
- Gather and document user and stakeholder Calscape product feedback, requests, and ideas.
- Develop annual product action plans aligning stakeholder input, budget, and ongoing maintenance requirements.
- Serve as point of contact between business/program staff and technical teams.
- Translate business/program requirements into technical requirement documents.
- Identify and manage vendor resources as needed to support product enhancements and ongoing maintenance.
- Collaborate with Public Affairs team to develop new designs, content strategy, and content as needed.
- Facilitate Calscape Committee meetings to manage feedback, secure volunteer support, and scope future project opportunities.

**Program Growth and Development**

- Secure industry engagement, particularly through nursery and grower participation.
- Integrate native plant labeling, industry training, and market opportunities into the Calscape platform.
- Socialize and grow audiences through regular speaking engagements and other promotional opportunities.
- Identify and develop self-funding mechanisms for Calscape and native plant horticulture.
- Develop, launch, and grow the Calscape marketplace, supporting direct-to-consumer native plant nursery sales via the Calscape platform.

- Support stakeholders: water agencies, CNPS chapters, nurseries, growers, landscapers, CNPS Horticulture and Public Affairs staff.

### **Job Requirements**

- Demonstrated experience working with both technical staff/programmers and business users.
- Demonstrated experience developing technical and business requirement documentation.
- Familiarity with popular programming languages and Content Management System products.
- Grounded in best practices for user experience, content strategy, and interaction design.
- Demonstrated strong organizational skills, propensity to develop processes that can then be applied consistently, and ability to manage multiple tasks simultaneously.
- Strong written and communication skills; proven ability to communicate with and translate between creative, technical, and business experts.
- Experience (1-3 years+) with building products for a subscriber base and a broader using public.
- Strong data management skills. Experience using data analysis and qualitative research to set KPIs and make informed decisions.
- Strong “people” skills, commitment to sharing discovery with a diversity of people, and authentic appreciation of the unique and valuable contribution each individual brings to CNPS.

### **Desired Skills**

Applicants that do not possess any or all of the desired skills will still be considered.

- Fluency in Spanish.
- Familiarity with ESRI ArcGIS, or other mapping expertise.
- Experience managing or helping to develop e-commerce platforms.
- Knowledge of plants of California or plant identification.

### **Physical Requirements**

This job requires prolonged sitting, use of computer and mouse, and ability to participate in field trips including traveling off trail in sites with variable grade. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Additional Job Information**

- Work requires occasional travel throughout California. Work travel is reimbursed.
- Work schedule is generally eight hours a day, Monday to Friday. Flexible schedules are possible.
- Some evening and weekend work may be required to meet deadlines or to participate in meetings.
- A valid California driver’s license is required.
- This is a remote position, but may transition to a Sacramento- or Berkeley-based position if work dictates and safety allows.

### **Compensation and Benefits**

The base salary range is \$70,411-\$75,878, with additional incentive-based bonuses possible. CNPS provides a comprehensive benefits package, paying 100% of employee premiums for health, life, dental, and vision insurance with low cost family coverage options. CNPS offers a 401K retirement plan with up to 6% matching contributions. Annual paid leave benefits include 12 holidays, 12 sick days, and 15 paid vacation days to start.

### **Equal Opportunity Policy**

CNPS’s policy is to afford equal employment opportunity to all persons. This policy demonstrates CNPS's commitment to creating a diverse and inclusive environment that values different perspectives and fosters belonging. To better understand the demographic profile of applicants, CNPS requests 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**

Submit a cover letter and resume [here](#). Please include any pertinent information, including professional and personal experience, that is relevant to the position. The deadline to apply is May 7.

*CNPS is an Equal Opportunity Employer. Candidates from diverse backgrounds are encouraged to apply.*