



## Communications & Marketing Manager California Invasive Plant Council Berkeley, CA

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The California Invasive Plant Council is a leader in the environmental community working to protect California's amazing natural areas from invasive plants. We are a nonprofit organization with an active board of directors, a dedicated statewide membership, and a fun, hardworking staff. More at [www.cal-ipc.org](http://www.cal-ipc.org).

- Salary:** \$45,000-\$50,000/year FTE rate, commensurate with experience
- Benefits:** Health, Dental, Vision, Sec. 125 Flexible Spending Account, 403(b) retirement account with employer match
- Type:** Part-time, Exempt, At-will
- Education:** Bachelor's degree or equivalent experience, coursework in communications and ecology desired
- Experience:** 3 years related professional experience
- Location:** Office in walkable west Berkeley neighborhood with restaurants, Berkeley Bowl market and free parking (partial telecommuting considered)
- Reports to:** Executive Director
- Supervises:** None
- Travel:** Occasional travel required in California (2-4 times a year), plus annual one-week conference
- Hours:** Half-time (20 hours/week) with flexible hours, occasional weekend work (2-4 times a year)

### **Purpose:**

The Communications & Marketing Manager raises the visibility of Cal-IPC's work by planning and implementing Cal-IPC's external communications across multiple channels, including web, print, and social media. The C&M Manager supports our membership and development work by marketing opportunities for membership, donations and conference sponsorship.

### **Responsibilities:**

- Work with staff and board to refine and implement communications and marketing strategies that engage a variety of audiences; maintain a communications calendar for staff and board; ensure consistency of branding, messaging and voice to motivate key audiences; develop metrics and track effectiveness [10%]
- Generate and curate content on multiple platforms, including website, social media, email and print newsletter [60%]
- Coordinate speaking engagements, media contact, and event outreach [10%]

- Help to maintain our contacts database and send email blasts [10%]
- Maintain library of photos and videos [5%]
- Review and advise on communications aspects of relevant grant proposals [5%]

**Requirements:**

- Passionate advocate for environmental issues
- Excellent writing, editing and storytelling skills
- Ability to address both technical and non-technical audiences
- Ability to adapt written voice to fit channel and brand
- An eye for details and inconsistencies, both in writing and style
- Experience with website content and design
- In-depth knowledge and understanding of current social media landscape, trends, tools
- Experience using social media platforms including Facebook, Twitter and Instagram
- Experience using social media scheduling, monitoring, and engagement tools (e.g. Hootsuite)
- Ability to analyze and report on social media performance metrics
- Self-starter with project management skills, including schedule development, tracking, task prioritization, and an ability to meet tight deadlines
- Passion for environmental issues
- Positive, can-do attitude with a sense of humor; professional and engaging manner in working with coworkers, board of directors, diverse partners, media, and the public.
- Ability to work independently and as a team member
- Flexibility to work on a variety of tasks

Additional desirable skills for this position:

- Experience in the non-profit sector
- Training in audience-specific communications approaches
- Membership in a professional society for communications
- Knowledge of invasive plant management
- Experience in graphic design and using graphic design applications
- Experience with Facebook Live and other video sharing tools

**To Apply:**

Email the following to [info@cal-ipc.org](mailto:info@cal-ipc.org) by August 20, 2017: your resume, a cover letter, an article you have written, and a document with three sample social media posts you might write for Cal-IPC.

**Equal opportunity employer:** *Cal-IPC does not discriminate based on race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or veteran's status, in any of its activities or operations. We are committed to providing an inclusive and welcoming professional environment for all.*