



COMMITTEE FOR
GREEN FOOTHILLS

Digital Marketing Campaign Manager (18 month temp position, exempt, part-time 60%)

Committee for Green Foothills - Palo Alto, CA

Reports to Executive Director

Committee for Green Foothills is local, vocal, and effective. We protect the open space, farmland, and natural resources of San Mateo and Santa Clara counties through advocacy, education, and grassroots action. Founded in 1962 by citizens who wanted to protect peninsula hillsides from sprawl, today Committee for Green Foothills serves as the local champion for the coast, forests, bay, farmland, creeks, hillsides, and parks. Take a look at our [2016 annual report](#) and [our vision for the next 50 years](#).

Our culture: Our team will tell you that Committee for Green Foothills is a great place to work. We put an emphasis on work/life balance and camaraderie. We have several sayings including, “wonderful people!” “it’s a marathon, not a sprint,” and “if it’s not fun, it won’t get done.”

About the position

As our **Digital Campaign Marketing Manager** you will lead 1-3 complex, people-driven, content-oriented marketing campaigns to build momentum and community support for our advocacy efforts. You’ll need to work with staff and a larger marketing team outside of the organization to implement an 18-month long program in support of Committee for Green Foothills’ priority advocacy goals. Success metrics include:

- Gather 10,000 new email address through online petitions and sponsored social media posts.
- Execute monthly content-rich emails to the community group to ensure engagement as measured by open and click-through rates.
- Track and grow social media engagement and reach across Facebook, Twitter, and Instagram
- Track and benchmark paid/owned/earned analytics.

About you

- You have a positive, can-do attitude with strong interpersonal skills.
- You have experience managing online grassroots campaigns on the Facebook, Twitter, Instagram, and Google platforms and understand the nuances of effective content delivery on each platform.
- You enjoy working with teams of web designers/developers, graphic content designers, writers, and other marketing professionals to bring together a strong message and call to action.
- You are a good project manager capable of managing multiple projects concurrently, meeting specific project deadlines, and communicating to keep a dispersed team apprised of project status and following up on key action items.
- You are highly skilled in all Microsoft Office tools and/or their associated Google equivalent.
- You are familiar with the basics of website/webpage maintenance and have worked with web page editors to some extent so that you can keep landing pages up to date and current. Experience with Wordpress, Drupal or other content management systems is a plus.
- You can provide specific examples of how you have grown social media engagement and managed successful email campaigns. Examples from policy or advocacy campaigns are preferred.
- You have experience running robust email marketing campaigns through an ESP (email service provider), managing relationships with external vendors, growing and nurturing online communities, crafting engaging and creative content for multiple social media platforms, working knowledge of web design and user experience, and experience in SEO/SEM (search engine optimization/search engine marketing).

- You can come to our office in Palo Alto to work with our team at least 1-2 days a week. Opportunity for reevaluation of in-office requirements after the first three months.
- Spanish or Vietnamese fluency a plus.

To apply submit cover letter, resume, and salary requirements online at <http://www.greenfoothills.org/get-involved/career-opportunities>. For questions email info@greenfoothills.org. No calls please.

Committee for Green Foothills is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.