

Are you passionate about the protection of local nature? Come work with us at a local, vocal, and effective organization to protect the open space, farmland, and natural resources of San Mateo and Santa Clara Counties for the benefit of all.

As **Marketing Manager**, you will be responsible for implementing and managing Green Foothills' marketing strategy and plan to support programmatic, fundraising, and other organizational goals. Working in collaboration with the Green Foothills team and with the management of the Director of Impact, you will systematically strengthen, position, and promote Green Foothills' brand, community partnerships, and people.

Responsibilities

Strategy, planning, implementation of marketing program (20%)

- Support implementation, review, and updating of the marketing strategy and plan in coordination with the Director of Impact
- Ensure brand consistency, visibility, and messaging across all communications
- Develop and evaluate progress of marketing metrics for a variety of internal and external reports in collaboration with appropriate staff
- Manage marketing meetings with staff to provide direction and alignment of team
- Introduce creative ideas and approaches for consideration

Development and Management of Marketing Assets (65%)

- Manage the development of all collateral in line with the brand guidelines and marketing goals of projects. This includes print and online assets (e.g. emails, social media, website, ads, videos, SEO, and swag) and coordinating placement of advertisements.
- Manage project timelines, budget, and approval processes
- Manage all communications channels to onboard and steward donor and activist community
- Lead print newsletter and annual report production and distribution
- Support the identification, design, and implementation of marketing activities needed to meet annual programmatic and fundraising campaigns
- Manage the Protect Coyote Valley brand and marketing; oversee the Development and Marketing Coordinator's implementation of its communications channels
- Plan and coordinate budget for marketing expenditures in collaboration with Director of Impact
- Manage marketing folders and materials on Dropbox, which include but is not limited to the digital photo archive, marketing SOPs, and publications

Human Resources (9%)

- Guide, coordinate, and manage marketing contractors
- Engage in annual job goal-setting and self evaluation. Identify and leverage professional development opportunities

Governance and Fiscal Soundness (4%)

- Attend and support Board and committee meetings, prepare reports/materials as required
- Conduct presentations to board and staff
- Maintain and submit accurate timesheets, expense reports, and lobbying hours (for annual tax filing)

Equity and Inclusion (2%)

- Support the organizational culture including advancing diversity, equity, inclusion, justice, and cultural humility in all aspects of the organization to ensure a welcoming working environment for all. Personally develop a baseline knowledge of equity and inclusion principles, apply to all aspects of your work with Green Foothills

About you

- Passionate about the mission of Green Foothills
- Outstanding workload and project management skills with the ability to adapt
- Ability to achieve results in a collaborative team environment
- Demonstrated equity and inclusivity mindset
- Excellent written and verbal communication skills
- Valid driver's license and insurable driving record
- Flexible to work on some evenings and weekends
- Experience managing online campaigns on Facebook, Twitter, Instagram, and Google platforms and understand the nuances of effective content delivery on each platform
- Can provide specific examples of how you have grown social media engagement and managed successful email campaigns. Examples from advocacy campaigns are preferred
- Familiar with the basics of website/webpage maintenance and have worked with web page editors to some extent. Experience with WordPress is a plus
- Experience running robust email marketing campaigns through an ESP, 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
- Spanish/ Vietnamese fluency a plus

To Apply: For information about working at Green Foothills and to submit your resume and cover letter, visit greenfoothills.org/careers. Position open until filled.