



Marketing & Communications Specialist– California Waterfowl Association

The ideal candidate will be a marketing professional who has a deep understanding of social media and communications. A passion for the outdoors and specifically waterfowl hunting is strongly preferred. The successful candidate will exude a positive and professional demeanor, works well in a team and is passionate about succeeding to help the CWA (California Waterfowl Association) achieve new heights in online promotion, professional representation and shaping the opinions of prospective new members as well as current CWA members. This is an in-office job, however there may be opportunities for a hybrid schedule once up to speed, this position will require some travel to participate in CWA events.

Essential Functions:

- Create or coordinate a variety of different content to support marketing efforts for all pertinent social media platforms, website, and email campaigns.
- Stay up to date on industry trends and make recommendations for adjustments to marketing strategies and practices within the conservation, hunting, and non-profit space.
- Coordinate with volunteers, support staff, vendors and more to support promotional event needs – with a focus on digital marketing and social media efforts.
- Assist with and distribute news releases, social media content, and/or other pieces aimed at providing information and shaping the CWA's image.
- Coordinate social media plan and calendar, create content, monitor and participate in communications with CWA supporters and members on selected social media platforms.
- Be on site for specific fundraising events and other CWA related events to take pictures, represent the brand and to assist in the positive promotion of California Waterfowl.

- Focuses on building and protecting the image, reputation, and long-term interests of the organization within the community and industry through multiple methods including eblasts, social media communications and on site for specific events.
- Display regular and consistent attendance with a positive attitude and eagerness to learn and help deliver results for our organizational goals.
- Create event and fundraising posters and other marketing collateral as needed for multiple areas of CWA's programs.
- Communicate on social media platforms on a daily (weekday) basis to help grow our supporter base and to improve dialogue between CWA and stakeholders.
- **Perform other tasks as directed***

Requirements and Qualifications

- Bachelor's degree in marketing/business or a similar field preferred not required.
- Social media and marketing experience.
- Background in hunting or waterfowl biology is encouraged but not required.
- Photography skills preferred but not required.
- Proficient with social media platforms and related content.
- Adobe Photoshop, Canva or other graphic design skills required.
- Highly organized, excellent time management and communications skills required.
- Great work ethic and the ability to work independently is ideal.
- Willingness to travel to events if needed and a desire to learn all about the world of water fowling is a must.

*This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. It is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position. While the list is intended to be an accurate reflection of the current job, CWA reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances so warrant (e.g., emergencies, changes in personnel, workload, and rushes).

Wage range estimate- \$25 - \$35 hourly.

CWA offers incredible benefits and 401k matching.

Please send your resume, expression of interest and compensation expectations to: Brad Isbell, California at Waterfowl Association, 1346 Blue Oaks Blvd., Suite 100, Roseville, CA 95678 or bisbell@calwaterfowl.org

This position reports to the Director of Marketing and Communications.