



Position Announcement
Director of Marketing and Communications
CALIFORNIA WATERFOWL

Come join a robust non-profit organization that has accomplished nothing less than the extraordinary for waterfowl, wetlands, and hunting in California, fueled by the passion of its dedicated staff, volunteers, members and donors. We're looking for a professional to run CWA's marketing and communications.

BACKGROUND

California Waterfowl (CWA) is an award-winning 501(C)(3) conservation organization with a mission to grow California's waterfowl populations, wetlands, and hunter-conservationist communities. We have over 20,000 members and 1,500 dedicated volunteers. Our accomplishments over the past 20 years include:

- Completing more than 1,400 projects to protect, restore, and enhance over 500,000 acres, providing habitat for millions of wetland birds and other animals.
- Hatching over 915,000 ducklings through our volunteer-driven California Wood Duck Program.
- Banding nearly 275,000 waterfowl for research that helps ensure sound management of waterfowl resources.
- Teaching almost 320,000 children, young adults, and families about waterfowl biology, wetland ecology, and the role hunting plays in conservation.
- Successfully advocating for science-based waterfowl hunting seasons and bag limits, expanded youth hunting opportunities, funding for water for managed wetlands, and preservation of hunting and gun rights for responsible sportsmen and women.

We did all this while maintaining the highest standards for management of our resources, earning a 3-star rating from Charity Navigator in 2020.

Further details can be found at calwaterfowl.org.

POSITION DESCRIPTION

CWA is seeking an outgoing, detail-oriented professional to run CWA's marketing and communication department. The Director of Marketing & Communications is responsible for planning, development, and implementation of all of California Waterfowl's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for the organization in the area of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations staff and coordinates at the strategic and tactical levels with the other functions of the organization.

RESPONSIBILITIES

- Responsible for creating, implementing, and measuring the success of:
 - a comprehensive marketing, communications and public relations program that will enhance the Organization's image, and facilitate internal and external communications; and,
 - all Organization marketing, communications and public relations activities and materials including California Waterfowl Magazine, social media, and all other marketing for its vast programs.
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
- Responsible for editorial direction, design, production, and distribution of all Organization publications.
- Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Develop, coordinate, and oversee programs, technical assistance, and resource materials to assist CWA in the marketing, communications and positioning of their activities.
- Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
- Develop, implement, and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management, and governance, [and the specific business of the Organization and use this information to help the Organization operate with initiative and innovation.
- Work with senior staff, other staff, and volunteers to:
 - develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, and decision-making; and,
 - ensure the overall health and vitality of the Organization.
- Help make sure that the Organization's philosophy, mission, and vision are pertinent and practiced throughout the organization.
- Develop and coordinate means to seek regular input from the Organization's key constituencies regarding the quality of programs and services and the Organization's relevance.

QUALIFICATIONS AND ATTRIBUTES

Required:

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities.
- Strong creative, strategic, analytical, organizational, and personal sales skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising, and appraising personnel.
- Experience overseeing the design and production of print materials and publications.
- Computer literacy in word processing, data base management and page layout.
- Commitment to working with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Out-of-town, overnight travel is required.

Other:

- Minimum of 5 years' experience in marketing, communications, or public relations with demonstrated success, preferably in the not-for-profit or association sector.
- Bachelor's degree in journalism, marketing, public relations preferred.
- Experience working with volunteers is desirable.

Please send your resume, expression of interest and compensation expectations to Alicia Floyd, California Waterfowl, 1346 Blue Oaks Blvd., Suite 100, Roseville, CA 95678, or email her at afloyd@calwaterfowl.org.