

Assistant Marketing Manager

CA Waterfowl (a not-for-profit conservation organization) – Roseville, California

Come join a robust non-profit organization that has accomplished nothing less than the extraordinary for waterfowl and wetlands in California, fueled by the passion of its dedicated staff, volunteers and members. As a community of hunter-conservationists, we are committed to supporting hunting and conservation in California, through advocacy, education and habitat stewardship. We've hatched over 1,000,000 wood ducks, conserved tens of thousands of acres of wetlands, delivered unforgettable outdoor experiences to thousands of veterans, women and children, and so much more. Looking ahead, we have a bold vision to expand conservation and hunter access in California. Marketing and storytelling will play an essential role in rallying our members, partners and other stakeholders to our cause.

Job overview:

Under the direction of the Director of Marketing & Communications, the Assistant Marketing Manager will execute key aspects of the marketing plan across multiple touchpoints, including social media, email marketing, website and print. The ideal candidate will stand out through their versatility, digital/social savvy, eye for design and excellent communication skills. This role is a key contributor to increasing engagement, membership, and support for waterfowl conservation and hunting in California

This is a 100% in-office role at our Roseville, California office.

Essential Functions:

- Lead the development of the social media strategy and posting calendar for Facebook and Instagram. Build and deploy compelling social media content, employing latest trends and best practices. Employ boosting and advertising tools to maximize impressions. Engage and answer questions from supporters on social media. Analyze social media metrics and optimize content accordingly.
- Use graphic design skills to create daily posts and marketing collateral (brochures, posters, etc), and lead work with outside designers for higher-complexity assets. The ideal candidate will bring examples of work to share during the interview process.
- Work with hunting and conservation program heads to develop content ideas and collect assets for social media and email marketing.
- Design and deploy CWA e-newsletters that maximize opens and clicks.
- Direct our web designer to update content and optimize user experience.
- Assist Director in the development and deployment of fundraising mail pieces.
- Assist marketing and fundraising team in the launch of special marketing initiatives, such as sweepstakes and our 80th anniversary celebration.
- Perform other tasks as desired*

Minimum Requirements

- Passion for conservation and the outdoors.
- A commitment to support hunting and hunters.
- Proven ability to develop, deploy, measure and optimize social media content on FB and IG at a high level of proficiency.

- Graphic design skills for social posts and marketing collateral of up to moderate complexity, using Canva or Adobe Photoshop.
- A Bachelor's degree, ideally in marketing, communications, or similar field.
- At least 3+ years of experience in a marketing or communications role.
- Ability to work cross-functionally with multiple roles and personality types to achieve optimal results for the team.
- Excellent spoken and written communication skills.
- Versatility and willingness to help with diverse projects.
- A desire to learn, optimize and make recommendations to increase the effectiveness of our marketing.
- Proficiency MS Suite, especially WORD, EXCEL, and POWERPOINT.
- Willing to engage in limited (up to 10%) travel for events or projects.

Additional Desired Skills – Not Mandatory, But Any of These Will Help Set You Apart

- A knowledge of hunting and hunting culture is highly desirable.
- Photography or videography experience.
- Web – design, SEO, SEM.
- Prior experience working with Constant Contact or similar email marketing platform.
- Previous experience working with CRM systems.

*This job announcement 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).

Salary Range Estimate: Up to \$75,000 depending on experience.

How to Apply: email your application to nmarchol@calwaterfowl.org