



May 2021

Digital Marketing Director Job Description

Sempervirens Fund is California's first land trust. Our community is passionate about protecting and permanently preserving redwood forests in the Santa Cruz Mountains and improving safe, welcome, and inclusive access to parks and public lands.

We believe the habitats, waterways, and resiliency of the Santa Cruz Mountain region are at risk without healthy, connected coast redwood forests.

If you believe this too, and are motivated to bring a community together around this critical and shared vision, we have the right role for you in our dynamic, collegial, fun, and growing team. If you are a brand-builder, storyteller, community collaborator, creative sparker, diligent organizer, and digital marketing expert, we need your skills, smarts, passion, and partnership to invite a growing community to make an immediate and lasting impact on protecting redwoods in the Santa Cruz Mountains.

The Digital Marketing Director reports to the Chief Marketing and Communications Officer and works closely with the fundraising and program teams to plan, manage, and implement our content marketing, grow our digital communications and platforms, and provide a welcoming and engaging communications experience for our growing community.

Our office is based in Los Altos, California, and our work spans San Mateo, Santa Clara, and Santa Cruz Counties. This position is currently remote-from-home except for field visits to and near state parks, allowing you to spend time out on trails in the magnificent forests we protect.

Essential Duties and Functions

In partnership with the Chief Marketing and Communications Officer, you will be responsible for expanding our community through a multi-channel digital strategy, including social media, paid advertising, texting, and other channels, in support of organization priorities. Priorities include:

Content Marketing (50 percent) – Inspire Community Engagement

- *Plan.* Strategize content plans; informing, implementing, and evaluating our editorial and communications calendar and roadmap.
- *Collaborate.* Generate strategic and trusted content and engagement partnerships with corporate, institutional, and partner organizations.
- *Communicate.* Develop keystone content for engaging and attracting new supporters and donors.

Digital Communications (30 percent) – Cultivate Community Support

- *Email marketing.* Manage and implement our semimonthly email campaigns
- *Social brand building.* Manage social platforms to generate daily engagement

Digital Administration (20 percent) – Manage Resources Effectively

- *Analytics.* Manage, maintain, and improve our social engagement
- *Resources.* Manage web development, SEO, content, digital marketing, and other media and communications consultants
- *Budgets.* Manage digital, web, communications, and advertising budget

Sempervirens believes that each employee makes a significant contribution to our success. The assigned responsibilities should not limit that contribution. Therefore, this position description is designed to outline primary duties, qualifications, and job scope but not limit the incumbent or the organization to the work identified. We expect that each employee will offer their services wherever necessary to ensure the success of our endeavors.

Qualifications

- A passion for the natural world and land conservation,
- Ability to manage and organize multiple concurrent projects and details,
- Exceptional communications and interpersonal skills,
- Friendly, helpful, professional demeanor, interpersonally and written,
- Experience with mobilizing large-scale participation in events and campaigns,
- Sense of humor, ability to work in a team, awareness to ask for help, and an "I've got this" attitude,
- Integrity, discretion, and ability to maintain strict levels of confidentiality,
- Strong computer skills (proficiency in Microsoft 365),
- Expertise with the functionality of social platforms and SAAS platforms for digital content,
- Proficiency with digital asset management,
- Experience with maintaining a visual identity across digital communications and integrated campaigns,
- Ability to work occasional nights and weekends for special events.

Also, helpful, were you to have:

- Experience using EveryAction, Adobe Creative Suite, and/or SharePoint.
- A fundraising background or experience supporting philanthropic campaigns,
- A valid driver's license, own a vehicle, and able to travel to regional State Parks.

Employee Benefits

Sempervirens Fund is proud to offer a competitive salary based on experience; We provide generous health and dental insurance, holiday and paid time, and a 403(b)-program including employer matching.

To Apply

Send your resume and a cover letter explaining your interest in the position in PDF format to opportunity@sempervirens.org. Please include the job title in the subject line.

Equal Opportunity

At Sempervirens Fund, we celebrate, support, and thrive on our differences to benefit our staff, our mission, and our community. Sempervirens Fund is proud to be an equal opportunity workplace and does not discriminate based on race, color, religion, sex, gender identity, national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, parental status, military service, or other non-merit factors.

Land Acknowledgement

At Sempervirens Fund, we acknowledge that redwood forests in the Santa Cruz Mountains are among the ancestral lands for many Indigenous Peoples, who cared for these lands for millennia until they were forcibly removed. We are grateful to work with their descendants, including the Amah Mutsun Tribal Band and the Muwekma Ohlone Tribe, to restore their cultural and traditional relationships to these lands.