



## Position Announcement

# Digital Engagement Manager

Would you like to use your digital communications skills to build and inspire a community to protect redwood forests? Are you interested in creating accessible and inclusive social media content that brings redwoods to those passionate about the natural world? If so, we have the right role for you as part of Sempervirens Fund's dynamic, collegial, fun, and growing team. As the Digital Engagement Manager, you shape the stories the organization tells, you inspire our community to come together to permanently protect redwood forests, and you strategize to help us reach new audiences.

### About the Position

The Digital Engagement Manager reports to the Digital Marketing Director and works closely with the Chief Marketing and Communications Officer and Digital Content Director, as well as the fundraising and program teams. Together we will plan, manage, and implement our digital strategy to educate, inspire, engage, and grow our online communities—and bring the redwoods to them. The Digital Engagement Manager will manage Sempervirens Fund's social media accounts with a focus on engagement and accessibility. In this role you will create graphics and multimedia content, support the development of social media partnerships, and design and test emerging approaches to engage with supporters across platforms. Our team will collaborate to create welcoming and engaging online experiences that convey the importance of protecting, caring for, and visiting redwoods and ensure existing experiences are accessible.

Our office is based in Mountain View, California, and our work spans San Mateo, Santa Clara, and Santa Cruz Counties. Sempervirens Fund has transitioned to a new hybrid remote work model to reduce our carbon footprint. This position is remote-from-home except for occasional in-person staff meetings and field visits to nearby state parks and protected forestlands, allowing you to spend time out on trails in the magnificent forests we protect. Preference will be given to applicants in the region, and we welcome applications from remote candidates located within the United States.

### Sempervirens Fund and Our Commitment to People and Equity

Sempervirens Fund is California's first land trust. We believe the Santa Cruz Mountain's habitats, waterways, and resiliency are at risk without healthy, connected coast redwood forests. We also believe that all people should be able to access and enjoy these redwood forests. We are committed to an organizational culture that is welcoming, inclusive in its decision-making, and reflective of the diverse communities with which we work. We recruit and hire people who will bring considerations of equity, inclusion, and justice to our work. Sempervirens Fund is an equal opportunity employer.

### We Offer:

- A collaborative and supportive team environment
- A work-life balance culture
- Family-friendly policies
- Employer-paid medical, dental, vision, and life insurance for the employee
- 13 paid holidays per year
- Three weeks of vacation in your first year
- Twelve days of paid sick leave a year
- Employer retirement plan match of 6% of annual salary for the first five years and then 8% after that
- A remote-from-home work environment
- Access to Regus co-working spaces
- Cell phone and home internet stipend
- Professional development

**This might be the right job for you if you enjoy:**

- Being part of a dynamic, highly motivated communications and marketing team dedicated to protecting redwoods
- Engaging committed and passionate communities to support a worthy cause
- Thinking differently about how we engage people online
- Experimenting with visual storytelling
- Exploring how social media fits into the larger world of digital storytelling
- The natural world and strengthening people’s connection to it

**Special Knowledge and Skills**

- Demonstrated ability to manage social media strategy and implementation
- Experience crafting compelling content that expands or increases online engagement
- Experience using social media analytics to measure success
- Ability to develop and manage a social media calendar in support of strategic goals
- Experience creating compelling graphic and video content that follows accessibility best practices
- Experience amplifying diverse voices
- Ability to work across teams and support organization-wide objectives
- Knowledge of cross-platform engagement strategies
- Familiarity with marketing optimization strategies

**Competencies**

- **Creativity** – the ability to adapt traditional methods, concepts, models, designs, technologies, or systems to new applications; or the ability to devise new approaches to make improvements or solve problems.
- **Integrity:** Honoring Sempervirens Fund’s mission and policies and the Diversity, Equity, Inclusion, & Justice Strategic Plan, the Donor Bill of Rights, and maintaining a high level of confidentiality
- **Work Standards:** Sets and maintains high performance standards. Pays close attention to detail, accuracy, and completeness. Shows concern for all aspects of the job and follows up on work outputs.

**Qualifications**

- Commitment to racial and Indigenous equity and justice,
- Demonstrated ability to successfully manage social media accounts,
- Experience using Canva, Adobe Creative Suite, or a similar design program,
- Ability to manage and organize multiple concurrent projects and details,
- Ability to work occasional nights and weekends for special events,
- Ability to work in front of a computer screen and/or perform typing for most of a typical working day.

<b>Position Title:</b>	Digital Engagement Manager
<b>Reports to:</b>	Digital Marketing Director
<b>Location:</b>	Preference for the greater San Francisco Bay Area, remote applicants will be considered
<b>Salary:</b>	\$75,000
<b>Position Classification:</b>	Exempt
<b>If this sounds like the right position for you:</b>	<p>Please email your cover letter (including where you heard about the position) and resume to <a href="mailto:opportunity@sempervirens.org">opportunity@sempervirens.org</a>. with the subject line "(Your Name) – Digital Engagement Manager." Your cover letter should be 500 words or less, and answer these two questions:</p> <ul style="list-style-type: none"> <li>• What experiences and skills do you have that will support your success in this position?</li> <li>• What excites you about engaging people online?</li> </ul>
<b>Application Deadline:</b>	Materials will be accepted on a rolling basis until Tuesday, March 14 <sup>th</sup> or until filled.