



## Position Announcement Communications Manager

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 promoting 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, creativity sparker, diligent organizer, and content communications 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.

### **ABOUT THE POSITION**

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

In partnership with the Chief Marketing and Communications Officer, you will be responsible for overseeing, planning for, and generating digital website content for the purposes of educating, informing, and engaging the Sempervirens Fund community. This content will anchor a multi-channel digital promotional strategy, including social media, paid advertising, texting, and other channels, in support of organization priorities.

Our office is based in Mountain View, California, and our work spans San Mateo, Santa Clara, and Santa Cruz Counties. This position is currently remote from home in the Bay Area except for staff meetings and visits to and near regional state parks, allowing you to spend time out on trails in the magnificent forests.

### **ABOUT SEMPERVIRENS FUND**

The mission of Sempervirens Fund, a non-profit conservation organization, is to ensure coast redwood forests in the Santa Cruz Mountains thrive for generations to come. In addition to protecting redwoods using real estate transactions, we own and steward over 12,000 acres of redwoods and associated habitats. We also promote forest management practices across the Santa Cruz Mountains to help redwood forests, and our surrounding communities, better withstand the impacts of climate change. We work to expand opportunities for inclusive public access so people from all backgrounds can enjoy these redwood forests. Over the organization's 125-year history, we have protected over 36,000 acres; helped establish and expand five state parks and other protected areas; and created the beloved 32-mile Skyline to the Sea Trail.

We are committed to an organizational culture that is welcoming and inclusive. We seek a staff that is reflective of the diverse communities with which we work. We welcome candidates from all backgrounds to apply. Sempervirens Fund is an equal-opportunity employer.

## **RESPONSIBILITIES**

### **Strategic Communications & Messaging (75%) – Develop and Deliver Key Messages**

- **Plan.** Develop and execute communication strategies to enhance brand awareness and satisfy the curiosity of our community, ensuring consistent messaging across all platforms. Oversee content and editorial planning; oversee content development including writing, and helping hire and manage writers and illustrators, including artists, photographers, and videographers.
- **Collaborate.** Work closely with internal teams and external partners to align messaging with organizational goals and strategic initiatives.
- **Communicate.** Craft compelling content, emails, reports, and other materials to engage stakeholders, media, and key audiences.

### **Donor Cultivation and Engagement (25%) – Strengthen Outreach and Visibility**

- **Stakeholder Engagement.** Oversee email communications, newsletters, and annual reporting to foster engagement and support.
- **Website Experience.** Oversee the web journey, ensuring a seamless and engaging user experience that effectively communicates key messages and drives audience engagement.

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.

## **DESIRED EXPERIENCE AND QUALIFICATIONS**

- 5–7 years of relevant experience in strategic communications, public relations, or marketing.
- A passion for the natural world and land conservation, with an ability to communicate these values effectively.
- Strong storytelling and messaging skills to craft compelling content for diverse audiences.
- Exceptional communication and interpersonal skills, with the ability to engage stakeholders and donors.
- Ability to manage and organize multiple concurrent projects and details, meeting deadlines in a fast-paced environment.
- Friendly, professional, and adaptable demeanor, with strong collaboration skills.
- Knowledge of email marketing and stakeholder engagement strategies, including newsletters and donor communications.
- Experience overseeing a website’s user experience (web journey), ensuring seamless navigation and engagement.
- Ability to maintain brand consistency across digital and print communications.
- Strong computer skills, including proficiency in Google Docs and Microsoft 365.
- Familiarity with digital asset management and content development for various platforms.
- Integrity, discretion, and ability to maintain strict levels of confidentiality.
- Flexibility to work occasional nights and weekends for events and media opportunities.
- Experience using EveryAction, Wordpress, Asana, Adobe Creative Suite, and/or SharePoint.
- A valid driver’s license, access to a vehicle, and ability to travel to Big Basin Redwoods, Butano, and Castle Rock State Parks.
- Prolonged periods of standing, sitting, and ability to hike and drive across rugged terrains. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

<b>Position Title:</b>	Communications Manager
<b>Reports to:</b>	Chief Marketing and Communications Officer
<b>Supervises:</b>	N/A
<b>Location:</b>	Sempervirens Fund's office is based in Mountain View, but we protect land throughout the Santa Cruz Mountains. Work remote from home or a Regus location. The position requires frequent time in the field and must be located within reasonable driving distance of the Santa Cruz Mountains. Some evening and weekend work expected.
<b>Salary Range:</b>	\$85,000-105,000
<b>Position Classification</b>	Full-time; Exempt
<b>If this sounds like the right position for you:</b>	<p>Please email a cover letter (including where you heard about the position) and resume (as a PDF file if possible) to <a href="mailto:opportunity@sempervirens.org">opportunity@sempervirens.org</a> with the subject line "Your Name – Communications Manager".</p> <p>Priority given to applications submitted by June 4, 2025, but submissions accepted until the position is filled.</p>

**We Offer:**

- A collaborative and supportive team environment
- A culture that emphasizes work-life balance
- Family-friendly policies
- Employer-paid medical, dental, vision, and life insurance for the employee
- Thirteen paid holidays per year
- Three weeks of vacation in the 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 opportunities