



## Position Announcement

# Marketing Operations Coordinator

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, 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.

### **ABOUT THE POSITION**

The **Marketing Operations Coordinator** reports to the Chief Marketing and Communications Officer and works closely with the fundraising, operations, and program teams to organize and support our aligned marketing, content, and social media strategies, with an emphasis on welcoming and engaging communications for our growing community.

In partnership with the team's Communications Manager, you will be responsible for project management of marketing campaigns and content development projects, supporting internal organizational information technology, supporting the development of email, website, and SMS communications and content, and supporting web development and email, advocacy, and form submission creation. You will also lead organizing analytics and data performance review. This position will anchor operations for a multi-channel digital marketing, cultivation, and promotional strategy, including social media, paid advertising, texting, and other channels, in support of organization priorities.

### **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 by buying land and conservation easements to ensure the trees are protected, 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.

### **EQUAL OPPORTUNITY**

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.

## **WHAT 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, with five additional floating holidays per fiscal year
- Three weeks of vacation in the first year, with additional accrual after two years and five years on staff
- 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

## **RESPONSIBILITIES**

### **Project Management (65%) – Organize Compelling and Engaging Stories and Marketing**

- *Plan.* Using Asana, Teams, and other tools, oversee project management of our core marketing projects, especially those that align with our development team and an agency-of-record
- *Collaborate.* Manage our operational relationship with our agency-of-record and support actionable progress on campaigns
- *Communicate.* Set and manage agendas, notes, and action items for projects, and support coordination to keep projects and campaigns moving forward
- *Track Data.* Support data tracking and reports for web, email, social, and marketing performance
- *Organize Insights.* Support the storytelling of data, insights, performance, and improvements, for budgeting, team growth, and communications to our colleagues and to the board of directors

### **Digital Content Communications (20%) – Bring Stories to Life Online**

- *Email marketing.* Support implementation of, including writing for, our semimonthly email campaigns
- *Website development.* Support development of, including writing for, key content pages on [sempervirens.org](http://sempervirens.org)

### **Technology Infrastructure (15%) – Improve Organizational Alignment**

- *Systems Support and Organizational Alignment.* Work in partnership with the Finance and Operations Manager to support implementation, administration, and optimization of Asana, Google Drive, and related tools. Oversee onboarding, training, rules, and workflows for their implementation across the organization.
- Other job duties as needed

## **DESIRED EXPERIENCE AND QUALIFICATIONS**

- 3-5 years of relevant experience
- 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
- Sense of humor, ability to work in a team, awareness to ask for help, and an "I got this" attitude

- Integrity, discretion, and ability to maintain strict levels of confidentiality
- Experience with digital project management tools
- Expertise with the functionality of social platforms and SAAS platforms for digital content development
- Computer proficiency, especially in Microsoft 365 Suite, Asana, EveryAction, Google Analytics, Google Docs, WordPress, and SharePoint
- Ability to work occasional nights and weekends for special events
- Valid driver’s license and safe driving record, or ability to travel to meetings and events
- Prolonged periods of standing or sitting while using a computer

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

<b>Position Title:</b>	Marketing Operations Coordinator
<b>Reports to:</b>	Matt Shaffer, 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. You will primarily work remotely, but must be located within the nine counties of the Bay Area or Santa Cruz and attend monthly in-person meetings. Occasional evening and weekend work.
<b>Salary Range:</b>	\$70,000 – 77,000
<b>Position Classification</b>	Full-time; Non-Exempt/Hourly
<b>If this sounds like the right position for you:</b>	<p>Please email a cover letter and resume (combined into one PDF file if possible) to <a href="mailto:opportunity@sempervirens.org">opportunity@sempervirens.org</a> with the subject line "Your Name – Marketing Operations Coordinator"</p> <p>In your cover letter, please:</p> <ol style="list-style-type: none"> <li>(1) List your current zip code located within the Bay Area or Santa Cruz,</li> <li>(2) Tell us where you heard about the position,</li> <li>(3) Tell us why you are interested in engaging people and creating awareness about land conservation, and</li> <li>(4) Describe what competencies you have that will support your success in this position.</li> </ol> <p>Priority given to applications submitted by <b>April 6, 2026</b>, but submissions accepted until the position is filled.</p>