



OUTREACH MANAGER JOB DESCRIPTION

REPORTS TO DIRECTOR OF OUTREACH

FEBRUARY 2009

I. BASIC FUNCTION OR PURPOSE OF THE POSITION:

The full-time Outreach Manager is responsible for building a community of redwood enthusiasts through an integrated online and event strategy. He/she manages and implements the League's Web initiatives and outreach events, including Web 2.0 technologies, search engine optimization efforts, and event sponsorship. This individual is a key member of the outreach team as he/she will plan, coordinate and implement online and event marketing campaigns to reach the League's target market. This individual strives to increase Web site traffic and *Redwood Matters* e-newsletter sign ups annually.

II. ESSENTIAL FUNCTIONS:

Online Initiatives

- Work with the Outreach Director, Communications Manager and the Development team to plan, develop and implement the League's online marketing strategy
- Define and execute a detailed and cross-media program including a network of profiles, blogs, galleries and other content venues created on a combination of social media Web sites including YouTube, Flickr, Twitter, Facebook, and MySpace
- Responsible for developing and implementing the League's Search Engine Optimization (SEO) plan by coordinating link building, keywords selection for Google AdWords
- Maintain, publish and update content on the League's Web site, savetheredwoods.org
- Prepare weekly, monthly and quarterly reports on online campaigns
- Analyze online marketing trends and performance, and report on key findings
- Create landing pages, new web pages, and promotional banners as needed
- Define and implement key analytics needed to track the success of the program, including analyzing blogging, conversation and other activity across the League's network
- Manage, coordinate and implement the League's contests

Event Management

- Identify local and regional events to attend; maintain a schedule of events
- Create and implement event policies and protocols
- Generate accurate post-event reports, capturing key goals/metrics specified for each event
- Manage outreach event logistics by ordering and overseeing booth properties, signage, etc.
- Manage deliverables for League-sponsored events
- Manage and replenish stock of League merchandise (shirts, stickers, note cards etc)
- Negotiate partners' participation at League-sponsored events
- Assist in the planning and preparation of advertisements, collateral or multimedia materials for events
- Manage and coordinate volunteers for events

Communications Support

- Provide administrative support to the Director of Outreach
- Other duties as assigned

This job description reflects the assignment of essential functions. It does not prescribe or restrict the tasks that may be assigned.

III. QUALIFICATIONS:

Experience

- 5+ years online marketing and event marketing experience with an emphasis on online marketing, campaign development, viral marketing and metrics and analysis.
- Experience defining, executing, assessing and overall management of at least one successful Social Media Marketing program.
- Extremely familiar with Google Analytics, Google AdWords and other key analytic tools.
- Familiarity with conventional SEO/SEM techniques and terminology including key word research, pay per click strategy and search engine friendly URLs.
- Bachelor's degree in marketing, public relations, communications or related field or equivalent experience. Graduate degree preferred
- Direct experience with writing and/or managing Blog or RSS information feeds.
- Commitment to environmental conservation
- Nonprofit experience preferred

Skills

- Proficiency in Web 2.0 tools, HTML, XML, Microsoft Office, and Web site design and maintenance tools
- Medium to expert competency in Photoshop and video editing and publishing including tools for editing existing videos, converting between video formats and publishing videos to social networks
- Must be able to communicate clearly and effectively with various stakeholders
- Demonstrated ability to manage details with the ability to handle multiple projects while meeting deadlines
- Must be able to produce well written, grammatically correct content and to proof content written by other team members
- Strong project management, including knowledge of publications production process
- Self-driven, results-oriented, innovative
- Excellent team player, able to work effectively with all kinds of people in a variety of work-group formats and conditions

IV. SUPERVISORY RESPONSIBILITIES:

- None

V. WORKING CONDITIONS/PHYSICAL EFFORT:

- Frequent travel predominantly within California.
- Frequent weekend and evening responsibilities.
- Valid driver's license and safe driving record.
- Regularly sits at a desk or computer workstation.
- Actively utilizes computers, telephones and other office equipment.
- Frequently moves about the office to collaborate with colleagues.
- Periodically required to hike through forest land while working off-site, including walking on uneven ground, climbing over obstacles, and accessing remote locations.
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds

To apply, send cover letter, resume and writing samples to jobs@savetheredwoods.org. Please put "Outreach Manager" in the subject line of your e-mail.

Save the Redwoods League
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