



## **Director of Marketing at Save the Redwoods League**

### **About Save the Redwoods League**

The mission of Save the Redwoods League is to protect and restore redwood forests and connect people with their peace and beauty so these wonders of the natural world flourish.

Save the Redwoods League works to accelerate the pace of redwood conservation by acquiring and restoring redwood forests at scale. It connects people to these iconic landscapes by increasing access and improving parks and programs in the redwood range. Protected redwood forests, scaled restoration, and a landscape of responsibly managed working forests are critical investments in forest health and sustainability. By maximizing the climate resilience, biodiversity, tribal engagement, and community benefit of this globally unique ecosystem, The League believes that California can lead a new worldwide era of forest stewardship and climate resilience.

The League is embarking on a Centennial Vision for Redwoods Conservation that will double the size of the protected coastal redwood forest, put young forests on the path to becoming old-growth at a landscape scale, restore the natural fire resilience of the Giant Sequoia, and connect people to these magical places through magnificent parks. Realizing this vision will require everyone who loves the redwoods to get behind this ambitious effort. As we expand our reach and deepen our impact, we're looking for a dynamic Director of Marketing to help lead the way.

### **The Role**

As the Director of Marketing, you'll play a pivotal role in shaping the future of our organization. Reporting directly to the Chief Marketing and Communications Officer, you will lead our marketing efforts to elevate our brand, engage with key audiences, and drive support for our vital conservation work. Your strategic vision and creative execution will bring our mission to life, inspiring action to protect and restore healthy redwood forests for their essential benefits and enjoyment for all.

### **Key Responsibilities**

#### Strategic Planning

- Develop and execute comprehensive marketing plans and strategies that align with the organization's strategic plan and amplify our impact.
- Create a content strategy that engages, informs, and motivates across all channels and touchpoints, ensuring our message is consistent, compelling, and impactful.

- Utilize market research and data-driven insights to identify and define a diverse audience and understand their connections with our mission.

### Brand Strategy

- Define and articulate the brand's positioning and core benefits to target audiences.
- Elevate the voices of our diverse partners and stakeholders, with particular emphasis on Tribes and other historically underrepresented groups.
- Lead the development and honing of cohesive organizational messaging and visual identity.
- Craft and maintain brand identity guidelines that communicate our values, impact, and initiatives with clarity and passion.
- Ensure consistency in brand communication to strengthen brand recognition and enhance audience engagement.

### Campaigns and Execution

- Lead the end-to-end planning, execution, and optimization of awareness and engagement campaigns across multiple platforms including digital, social media, email, and in-person touchpoints.
- Oversee and direct the development and maintenance of the website, including content creation, design updates, and functionality to enhance user engagement and drive conversions.
- Tailor marketing strategies to diverse audience, translating technical or scientific information into compelling narratives.
- Spearhead our digital marketing efforts in alignment with the Annual Fund, optimizing our online presence through targeted campaigns, SEO/SEM, email, SMS, and social media engagement.
- In collaboration with Editor and colleagues, develop content strategy and editorial calendar.
- Oversee the production of publications such as newsletters, annual reports, and the bi-annual magazine.
- Create and leverage multimedia content, including videos, podcasts, infographics, and interactive experiences, to enhance brand storytelling and engage audiences across digital platform

### Trends and Measurement

- Keep abreast of emerging trends, technologies, and best practices in engagement marketing and incorporate them into our strategies as appropriate.
- Champion innovation and experimentation to stay ahead of the curve in engaging our audience effectively.
- Analyze and report on marketing performance, using insights to drive continuous improvement and innovation in our strategies.

### Leadership and Collaboration

- Provide strong leadership and mentorship to the engagement marketing team, fostering a culture of collaboration, creativity, and continuous learning.
- Set clear goals and expectations, and empower team members to excel in their roles.

- Collaborate closely across organizational functions and with MarComms team members to ensure alignment and integration of engagement initiatives.

### **Who You Are**

- A visionary marketer with 10+ years of experience, ideally within the nonprofit sector, conservation, or outdoor industry.
- A strategic thinker who can translate complex ideas into powerful narratives that inspire action.
- Excellent verbal and written communication skills, with the ability to articulate ideas clearly and effectively to diverse audiences.
- A leader with a proven track record of guiding teams to achieve exceptional results through creativity and collaboration.
- A data-driven decision-maker, comfortable with analyzing metrics to refine strategies and enhance impact.
- Passionate about conservation and eager to apply your marketing expertise to a vital conservation mission.
- Someone with experience crafting branding and messaging that resonates with diverse audiences
- A person who has a commitment to elevating the voices of our diverse partners and stakeholders, with particular emphasis on Tribes and other historically underrepresented groups

**Location:** San Francisco Bay Area

**Status:** Hybrid, Full-time

### **Compensation and Benefits:**

As a full-time exempt employee, you will be eligible for full benefits which includes medical, dental, and vision insurance, three weeks of vacation annually plus holidays, and a 403(b)-retirement plan, currently with an up to 8% company match. We offer competitive salaries commensurate with experience; the hiring range for this position is \$130,000-160,000 per year.

Save the Redwoods League is fully committed to our [Diversity, Equity and Inclusion Goals](#). The League welcomes candidates with diverse backgrounds and/or multicultural skillsets. We are open to the possibility that a great candidate for this job may not precisely meet all the above criteria; if you believe you are the right person for this job and can persuasively make that case, we encourage you to apply.