



Job Description

Job Title:	Marketing and Communications Professional
Reports To:	Director of Advancement
Status:	Non-exempt, full-time
Revision:	January 2025
Compensation:	\$60,000-\$90,000 annually, depending on experience
Location:	Crystal Cove State Park Historic District

Job Summary:

Crystal Cove Conservancy seeks an enthusiastic, creative, and results-driven Marketing and Communications professional to lead the implementation of marketing and communications strategies that elevate the organization's profile, engage diverse audiences, and build support for its mission. This position may range from a Coordinator level to a Senior Manager level position, dependant on experience.

This key position will work closely with the Director of Advancement and cross-departmental teams, including Crystal Cove Beach Cottages, and play a central role in integrating strategic communication efforts into the day-to-day operations. The marketing and communications position will work collaboratively, across all departments to ensure consistent, effective and mission-driven messaging across all channels.

Essential Duties and Responsibilities: Other duties may be assigned.

Communications Strategy (20%)

- Collaborate with the Director of Advancement to brainstorm, plan, and organize The Conservancy's annual marketing and communications goals and calendar, aligning with organizational priorities.
- Lead the implementation of marketing and communications initiatives, coordinating with internal teams across departments to ensure timely and effective execution that supports the organization's overall goals.
- Be a key contributor to the development of day-to-day communications strategies, integrating communication efforts into the daily workflow of the organization, ensuring consistent and cohesive messaging across all channels.
- Monitor and evaluate outcomes using analytics and reporting tools, recommending improvements and innovative strategies to enhance effectiveness.



Collateral Creation and Content Development (25%)

- Develop, write, and produce digital and print materials, including the annual report, fundraising collateral, monthly newsletters, and community presentations.
- Design and create graphic and video assets that showcase diverse stories and illustrate the impact of The Conservancy's mission.
- Manage coordination with external vendors such as designers, printers, photographers, and videographers to ensure high-quality deliverables.

Social Media Management (25%)

- Manage and expand The Conservancy's presence on current social media platforms (e.g., Facebook, Instagram, and Twitter) while identifying and exploring new platforms and trends to enhance outreach.
- Develop, plan, and execute engaging social media campaigns that amplify The Conservancy's voice, foster audience engagement, and align with organizational goals.

Website Maintenance (20%)

- Manage and update The Conservancy's website to ensure all content remains current, engaging, and optimized for a seamless user experience.
- Collaborate with internal teams to ensure website content and functionality align with organizational goals and priorities.

Public Relations and Media Outreach (10%)

- Write and distribute press releases, media toolkits, and other PR materials to promote The Conservancy's programs, events, and initiatives.
- Monitor, archive, and report on media coverage to assess public awareness, measure impact, and inform future PR strategies.

Additional Responsibilities:

- Maintain a photo and video library for internal and external use.
- Assist in the planning and execution of events and campaigns as needed.
- Collaborate across teams to ensure consistent messaging and branding.

Qualifications

- **Education:** Bachelor's degree in marketing, communications, journalism or a related field preferred.
- **Experience:** At least five years of experience in marketing and communications, preferably in a nonprofit setting.
- **Communication Skills:** Excellent interpersonal and communications skills. Strong writing and editing skills, with the ability to craft compelling narratives for diverse audiences.



- **Technical and Organizational Skills:** Proficiency in social media platforms, planning tools, and email marketing software (e.g., Constant Contact). Proficiency in Microsoft Office Suite (Word, Excel, Powerpoint, Outlook). Experience with graphic design software (Adobe Creative Cloud) and CRM systems (e.g., Raiser’s Edge) is a plus. Exceptional organizational skills, attention to detail, and ability to manage multiple projects simultaneously.
- **Physical Requirements:** Due to the location of Crystal Cove Conservancy’s offices and the nature of The Conservancy’s programs, this is a position that requires certain physical abilities. These requirements include, but are not limited to: the ability to climb stairs and walk on uneven and irregular terrain for up to three miles, the ability to sit and stand for long periods of time, the ability to operate a computer and other office productivity equipment, such as a printer or calculator, and to work at a desk on a computer for long periods.

Other Requirements

Night and weekend work will be required. Familiarity with Crystal Cove Conservancy’s mission and programs preferred, but most of all, the candidate must have a strong desire to be a part of the team working to restore Crystal Cove State Park, educate students who have little access to places like Crystal Cove, and protect the park and its natural, cultural, and historic resources for visitors today and those who will come later.

We believe that the unique contributions of all our employees create our success. To ensure that our work and culture continue to incorporate everyone’s perspectives and experience, we never discriminate based on race, religion, national origin, gender identity or expression, sexual orientation, age, or marital, veteran, or disability status. Members of groups that have faced historic barriers to environmental access are highly encouraged to apply.

All your information will be kept confidential according to EEO guidelines. Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

About Crystal Cove Conservancy:

Crystal Cove Conservancy (The Conservancy) is the nonprofit public benefit organization dedicated to the protection, preservation, and sustainability of Crystal Cove State Park, located on the traditional and unceded lands of the Acjachemen and Tongva Tribal Nations.

Rooted in saving this rare piece of California’s natural resources and cultural history, Crystal Cove Conservancy and California State Parks have worked together to develop a unique social enterprise model. This model allows Crystal Cove Conservancy to spearhead efforts to develop innovative educational programs that engage K-12 students and community members in place-based conservation, preserve historic beach cottages, conserve miles of precious California coastline, steward acres of threatened habitat, and promote access for historically-excluded groups. Please visit our website at www.CrystalCove.org.