

Employment Opportunity: Community Engagement Program Manager

Employer: Sonoma Resource Conservation District

Work Location: Main office in Santa Rosa, Sonoma County, California, with option for partial remote work; field work throughout Sonoma County.

Status: Non-Exempt/ 1.0 FTE (40 hours/week), including some evening and weekend hours. This is an at-will position that is fully funded for two years, and continued employment is contingent on additional funding. Continued funding is expected.

Compensation: \$41.18-45.00/hour, dependent on experience

Posting Date: March 12, 2024

Estimated Start: April 2024

Organizational Background

The Sonoma RCD (RCD) is a non-regulatory, local government entity empowered to manage soil, water, fish, and wildlife resources for conservation. In existence since the 1940s, RCDs are local grassroots conservation delivery systems that identify local conservation problems and guide solutions on a voluntary basis. The RCD covers 85% of Sonoma County, and includes portions of the Russian River, Petaluma River, Sonoma Creek, Stemple Creek, and Gualala River Watersheds. The RCD has a budget of \$3.7MM and is almost exclusively grant and contract-funded. The RCD is governed by a board of directors that are local landowners in the District. We offer a friendly and flexible work environment where our team of 14 dedicated professionals work together to benefit our community and its natural resources. Our mission is carried out through four programs: LandSmart® Planning, Water Resources, On-the-Ground, and Education. For more information visit our website at www.sonomarc.org

Position Summary

The Community Engagement Program Manager has a dynamic role that designs and delivers an array of community engagement activities while also overseeing the communications and marketing for the organization to elevate awareness of our programming and impacts. This position leads the development and implementation of our suite of LandSmart® Education programs serving youth and adults throughout Sonoma County. The position designs and delivers project-based community engagement opportunities, organizes technical workshops for land managers, facilitates partnerships within the community, and drives the Justice Equity Diversity, and Inclusion goals of Sonoma RCD. The ideal candidate is a talented program manager, a highly organized and detail-oriented individual, and a strong communicator who is passionate about creating opportunities for all community members to learn and be empowered to steward our shared resources. The Community Engagement Program Manager will work closely with other Sonoma RCD staff and collaborate with many local and regional partners to support a healthy natural environment and thriving communities. This position will supervise one full-time direct report and oversee seasonal assistants and fellowships as needed. This position reports to the Executive Director.

Essential Functions

Program Management and Community Engagement (~50%)

- Plan, coordinate, and implement engaging community programs for youth and adults out on the land.
- Experience collaborating with partners offering farm-to-school programming including school gardens.
- Develop and implement community outreach priorities that reach all members of our community supporting the Justice Equity Diversity and Inclusion goals of Sonoma RCD.
- Work directly with program staff to support all aspects of community outreach and engagement for specific conservation projects and programs.
- Represent Sonoma RCD and engage with the public at community meetings and events.
- Collaborate with technical staff to implement informational workshops and demonstration field visits.
- Manage community outreach and engagement projects, including developing and managing project scopes, budgets, and subcontracts.
- Maintain positive relationships with partners, funders, and the Sonoma County community.
- Assist with grant proposals for future projects.

Communications and Marketing Management (~50%)

- Create and maintain organizational communication plans, processes, guidelines, and systems.
- Drive participation in conservation programming and access to services offered by the RCD.
- Manage Sonoma RCD's online presence and execute digital communications plans via websites, social media, blogs, and email marketing.
- Develop and design engaging marketing collateral that illustrates the services and impact of the Sonoma RCD through graphics, social media posts, press releases, videos, and other multimedia content.
- Increase community awareness of Sonoma RCD through articles, press releases, crop reports, and other print content.
- Develop and foster strong partnerships with diverse local stakeholders, regional partners, diverse communities, watershed groups, and agencies that increase program engagement.
- Manage Sonoma RCD's inputs into regional Project Tracker
- Track engagement and ensure Sonoma RCD brand consistency and alignment.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Required Qualifications

- Bachelor's degree or higher in environmental education, natural resource management, communications, or another related field.
- Minimum of 5 years of experience building communities around mission-driven strategies and supervising staff, volunteers, and/or interns.
- People-oriented with exceptional relationship development and management skills.
- Proven success engaging low-income, disadvantaged, marginalized communities, especially BIPOC communities, preferred.
- Experience working with children and youth in field and classroom settings.
- Ability to relate to a diverse group of individuals and to initiate, develop and maintain productive relationships with a wide variety of stakeholders, such as individuals, business, and community organizations, as well as government agency staff, members of Boards and Commissions and other constituencies.

- Strong facilitation skills with experience effectively leading meetings, workshops, and other events.
- Experience developing and telling compelling stories about projects, services, or organizations that connect with multiple audiences.
- Strong project management skills, including developing and managing project schedules, scope, and budgets.
- Ability to work collaboratively in a multidisciplinary team environment.
- Exceptional verbal, written, and interpersonal communication skills.
- Proficient with social media platforms (e.g., Facebook, Instagram) and related marketing and community engagement strategies.
- Technologically savvy with proficiency in MS PowerPoint, Publisher, Word, Excel, and Access.
- Personal and professional commitment to diversity, equity, and inclusion in the workplace.
- Creativity, sense of humor, “can do” spirit, collegiality, and flexibility in a dynamic and team-oriented work environment.
- Flexible hours are required, including some weekday nights and weekends, and must be willing to travel to attend community events, meetings, and conferences.
- Must be at least 18 years of age at the time of employment.
- A valid driver’s license, vehicle, and proof of auto insurance is required at the time of hire.

Desired Qualifications

- Knowledge of graphic design and Adobe Creative Suite software such as Photoshop, Illustrator, Lightroom, and InDesign. Knowledge of video and audio editing and production, utilizing Adobe or other related software.
- Internal communications processes experience.
- Experience working on multi-stakeholder collaborative planning processes.
- Dedication to and knowledge of regenerative agricultural practices.
- Familiarity with North Coast ecosystems and environmental issues, sustainable forestry, and natural resource conservation practices and principles.
- Ability to communicate effectively in Spanish, both verbally and in written form, sufficient to convey information and instructions to the public.

Mandated Reporter

This is a mandated reporter designated position. Under the Sonoma RCD’s Protection of Minors Policy, RCD employees whose duties include consistent contact with minors through our programs and activities are deemed mandated reporters under California law. Mandated reporters have certain specific reporting obligations if they know of, observe, or reasonably suspect that a child has been the victim of child abuse or neglect. Sonoma RCD provides mandated reporters with training on their rights and obligations under the Child Abuse and Neglect Reporting Act.

Work Environment

Work is performed in an indoor/outdoor setting to include:

- A professional office environment that includes operation of standard office equipment such as computers, phones, copiers, calculators, and filing cabinets.
- Field settings that include various terrains, dense vegetation (with possible exposure to poison oak, ticks, snakes, and mosquitos), and hot, cold, and wet conditions.

Physical Requirements

Ability to frequently remain in a stationary position; operate a computer and other standard office equipment; visual capacity to review and edit documents; converse by telephone and in person. Frequent bending, lifting up to 30 lbs., and grasping. Ability to visit field sites and work on rugged or uneven terrain in all weather conditions.

Justice, Equity, Diversity, and Inclusion

The Sonoma Resource Conservation District is committed to incorporating justice, equity, diversity, and inclusion to evaluate, enhance, and expand our programming, deepen our connections with community partners, and strive to better serve our entire District. We recognize the importance of working to build and sustain an inclusive and equitable culture within our organization to effectively serve our District, improve access to economic opportunity, and create landscape-scale resilience for our current and future generations. We strive to ensure that water, soil, working lands, and wildlife habitats are conserved for all as we promote collaboration, employ innovative solutions based on science, respect our diverse communities and their connections to land, and empower members of our community to be active stewards of our natural and cultural resources.

Compensation/Benefits

Compensation for this position starts at \$41.18 per hour, depending on experience. Benefits for this position include 100% employer-paid medical, dental and vision insurance; dependent coverage at 100% employee cost; \$50,000 employer-sponsored life insurance policy; a SIMPLE IRA retirement plan with 3% employer match; paid time off and holiday leave; and an employee assistance program. No relocation assistance will be provided.

How to Apply

Please submit a cover letter, resume, and three (3) references in one PDF document to ckuehn@sonomarc.org with "Community Engagement Program Manager" in the subject line. **Applications will be accepted on a rolling basis until the position is filled, with an initial review of applicants to begin on March 18, 2024. No phone calls, please.**

Sonoma Resource Conservation District is an equal opportunity employer. Employment is based on qualifications and competency. We prohibit discrimination based on race, color, religion, religious creed (including religious dress and grooming practices), national origin, ancestry, citizenship, physical or mental disability, medical condition (including cancer and genetic characteristics), genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding, or related medical conditions), gender, gender identity, gender expression, age, sexual orientation, veteran and/or military status, and any other status protected by state or federal law.