



**JOB ANNOUNCEMENT**  
**Development Director and Community**  
**Outreach Director**  
**Watsonville, California**

**About Watsonville Wetlands Watch:**

Watsonville Wetlands Watch is a non-profit agency, established in 1991, whose mission is to preserve, restore, and foster the appreciation of the wetlands of the Pajaro Valley. Each year our restoration programs restore and enhance over 1,000 acres of wetlands, open space, and recreational trails throughout Watsonville and the greater Pájaro Valley and our education programs provide dynamic outdoor field experiences for over 4,500 Pájaro Valley students and youth. In order to inspire the conservation of Watsonville's wetlands and watersheds and to build a strong community dedicated to this work, we offer free community events, lectures, and tours to thousands of people each year.

The Watsonville Slough System is California's third largest coastal freshwater wetland complex and supports 23 different native plants and animals that are threatened, endangered, or species of concern. The slough system underlies the City of Watsonville and surrounding agricultural and open space lands of the Pajaro Valley watershed. Watsonville Wetlands Watch envisions a wetland ecosystem that thrives within Watsonville and the greater Pajaro Valley, and a community, which is at the center of its conservation.

The offices of Watsonville Wetlands Watch are in the Fitz Wetlands Educational Resource Center on the campus of Pajaro Valley High School in Watsonville, California.

For more information on the organization, please visit [www.watsonvillewetlandswatch.org](http://www.watsonvillewetlandswatch.org)

**About the Position:**

In reporting to the Executive Director, the successful candidate will be both a hands-on manager and a strategic thought-partner. This is a tremendous opportunity to help sustain and grow a well-respected, high-impact non-profit.

One of the primary roles of this position, in collaboration with the Executive Director, is to

oversee and implement the organization's overall fund raising strategies to support program and organizational development. This position is responsible for building strong donor and community partner relationships in support of the mission and priorities of WWW.

The position supports effective community outreach strategies and communications needed to increase the community of people dedicated to environmental conservation and education in our region. The position will help to develop strategies and advance strategic partnerships to support organizational development and advance environmental conservation and education in our region.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include but are not limited to the following:

**Fund Development:**

Watsonville Wetlands Watch receives funding to implement program activities from a variety of grants, contracts, and private donations from individuals, foundations, and businesses. These duties are shared between the Executive Director, Program Directors, and Administrative Manager. This position will focus on oversight and execution of the following:

- Manage and execute fundraising activities to meet or exceed revenue and growth goals
  - Work with the Executive Director, Fundraising Committee and Board of Directors to define and execute fundraising campaigns and budgets
- Cultivate existing and new donors, including individuals, businesses, and foundations
- Work with the Executive Director and Program Directors to support grant proposal development
- Collaborate with the Executive Director and Board of Directors to carry out direct mail, on-line donor and social marketing campaigns
- Plan and manage fundraising events (1-3 annually)
- Develop written materials for fundraising, including annual report, annual appeal, newsletter articles, and thank you letters
- Support the Board and Fundraising Committee in advancing these goals

**Community Outreach and Engagement:**

Our community outreach programs include telling the story of the organization and conservation work in our region through use of our website, social media, monthly newsletter, print media, and radio. This work supports broadening the community of people that care about and take action for the Watsonville wetlands and environmental conservation in our region. Community outreach duties include oversight and execution of the following:

- With the Executive Director, oversee effective use of the website, social media, and other media communications to fulfill organizational objectives. Provide messaging strategies and implement activities with other staff responsible for implementation of these objectives.
- Develop and support relevant staff in offering programs to the public that increase

community engagement in environmental conservation and education, including lectures, tours, and special events

- Develop press releases and other media releases to promote organizational activities and events
- Support partnership development and collaborative projects with other organizations, and government institutions to advance organizational work
- Develop creative community outreach and engagement strategies to advance organizational goals and environmental conservation in our region

### **OTHER RESPONSIBILITIES**

- Establish and maintain effective channels of communication with partners, co-workers, contractors, participants, volunteers and the public to strengthen and support the mission of WWW
- Conduct self in a manner reflecting credit on the organization and encourage others to do the same.

### **QUALIFICATIONS REQUIREMENTS**

Requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **Education and Experience**

- Commitment to the mission of Watsonville Wetlands Watch
- Demonstrated fund raising and outreach competency
- Bachelor's degree or equivalent experience
- Ability to develop strategic partnership to advance creative environmental conservation
- 5+ years of experience in fund raising and communications with a not-for-profit organization or comparable organization or agency
- Proven, excellent writing and verbal communication skills
- Ability to interact effectively with a variety of contacts
- Must have a valid CA driver's license with a good driving record and a reliable vehicle in good working condition. Mileage reimbursement provided upon submission.

### **OTHER SKILLS AND ABILITIES**

- Must be well organized, a self-starter, and possess excellent communication skills.
- Ability to communicate orally and in written form in Spanish desirable.
- Must possess exceptional written and verbal communication skills.
- Must be able to multitask and prioritize in accordance with changing deadlines and priorities.
- Must be even-tempered and team spirited - a good sense of humor is desirable.

### **HOURS AND COMPENSATION:**

This is a part-time, 16 - 24 hours per week. We offer a generous and competitive salary

based on qualifications and experience. We offer a flexible work schedule and work environment. Additional hours would be available depending on skills and interest. We offer a generous benefits package including medical, dental and vision as well as vacation, sick, and holidays (prorated based on hours worked) and an employer contribution of 3% match to a Simple IRA.

**Deadline for Applications:** April 23 2021 at 1200 noon PST

**APPLICATION:** Interested and qualified candidates should provide the following via email to [hr@watsonvillewetlandswatch.org](mailto:hr@watsonvillewetlandswatch.org).

- Brief cover letter describing your interest and qualifications in this position.
- Resume.

***Applicants only. Recruiters, please don't contact this job poster.***

***Watsonville Wetlands Watch is an affirmative action/equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.***