



## Job Opening: Operations Manager

Posting date: 4.19.2024

Reports to: Executive Director

Status: Hourly, full-time (32-40 hrs./week)

Recruitment period: Open until filled

Start date: 5.16.2024

**Who we are** | Central Coast State Parks Association (CCSPA), in partnership with California State Parks, provides funding for interpretation, education, and volunteer efforts in local state parks.

**Our internal structure** | We operate with a small staff of dedicated and fun people filling multiple roles: administration, retail management, membership coordination, and events coordination. As a nonprofit, we are governed by a board of directors. As a cooperating association, we are accountable to California State Parks and the Department of Parks and Recreation. We have volunteers and interns, and financially support the work of hundreds of State Parks volunteers.

**The opportunity** | We are looking for a full-time Operations Manager. In this position, you will increase our outreach to our community of residents and businesses resulting in increased support and revenue for our organization. You will also manage membership relations and programs as well as manage digital media and marketing. The ideal candidate will be organized, creative, detail-oriented, tech-savvy, and have excellent interpersonal skills, capable of effectively communicating with people of all ages and backgrounds, and highly motivated to find ways of expanding the CCSPA support network and put on meaningful and well-organized events that meet or exceed fundraising goals.

### **Responsibilities** |

#### **Community Relations & Outreach Programs**

- Write and send online and print newsletters, mass e-mailings
- Maintain blog calendar and manage content
- Serve as a CCSPA liaison to the public by attending outreach events
- Collaborate with State Park Partners to facilitate programs and activities
- Maintain CCSPA social media presence and website as required
- Assist in the management of Park and CCSPA Programs

#### **Membership Management**

- Develop and implement strategies to increase, sustain, and engage membership.
- Prepare and provide progress reports to the Executive Director.

- Manage the membership database (Fundly).
- Oversee generation and mailing of renewal and thank you letters.
- Develop and track annual membership development budget.
- Develop and update membership-related materials, including brochures, renewal and thank you letters, membership premiums, etc.
- Perform other related duties of a comparable level/type as assigned

### **Fundraising**

- Assist Executive Director with fundraising campaigns
- Foster relationships with existing and potential donors, business and corporate sponsors

### **Other Duties**

- Recruit and manage Interns and/or volunteers as needed.
- Assist with administrative work as needed.
- Other duties as assigned by the executive director.

### **Requirements |**

- Positive attitude, humility, open to viewing mistakes as learning opportunities
- Excellent written and verbal communication skills
- Impeccable organization, attention to detail, and follow-through
- Ability to work with people with diverse backgrounds and perspectives
- Aside from expertise in G-Suite apps, candidates are expected to be familiar with donor databases, preferably experienced with Fundly or other Salesforce-based systems
- Experience with social media platforms
- Experience with graphic design and attention to aesthetics
- Commitment to CCSPA's mission, and a love for Central Coast State Parks

### **We Would Also Prefer |**

- Well-informed about regional events and politics
- Well-informed about the area and state parks

CCSPA is dedicated to promoting diversity, multiculturalism, and inclusion, and strives to clearly reflect that commitment in all that we do. We are fully focused on equality and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, national origin and all the other fascinating characteristics that make us different. We welcome and encourage applications from people representing groups that expand our diversity.

**Compensation and benefits |** Starting at \$20.00-\$25.00/hour, DOE. We also offer a flexible work schedule and paid sick leave, holidays, and vacation.

**Apply now!** | If you feel that you meet all that we are looking for, send a cover letter and resume in PDF format to [sierra@centralcoastparks.org](mailto:sierra@centralcoastparks.org). Phone calls not accepted. Resumes will be reviewed on a rolling basis. Job open until filled.