



SAN DIEGO CANYONLANDS
Promote. Protect. Restore.

Outreach Manager Job Description

Job Title: Outreach Manager
Reports To: Executive Director
FLSA Status: Exempt, Full Time

About San Diego Canyonlands: We are a community-based nonprofit organization based in San Diego with nearly 30 staff members. Our mission is to promote, protect, and restore the natural habitats in San Diego County's canyons and creeks. We do this by fostering education and ongoing community involvement in stewardship and advocacy and by collaborating with other organizations. We are focused on improving our local urban green spaces while providing equitable support for surrounding communities. Check out our website at www.sdcanyonlands.org and our Instagram page @sdcanyonlands to see more of the work we do!

Scope: The Outreach Manager will oversee a team of Outreach Coordinators, develop and support Outreach Program initiatives, and conduct community engagement in support of San Diego Canyonlands strategic priorities and equitable community values. The Outreach Manager serves as a community liaison and ensures high levels of service in all areas of program delivery. This position provides a hybrid schedule opportunity, working from home, office, and in the field as needed. Community engagement is a high priority focus of this job and will include public speaking, educational presentations, and weekend availability to support volunteer work projects.

Program + Team Management Responsibilities

- Effectively manage and oversee our three Outreach Programs –the Environmental Career Opportunity (ECO) Initiative, Canyon Connections Internship Program, and Friends of Canyons volunteer groups
- Conduct Outreach Program strategic development and fundraising in partnership with the Executive Director
- Effectively manage the Canyonlands' growing Outreach Team
- Coordinate Outreach Program functions with restoration projects, work teams, and other needs through the Canyonlands' Leadership Team
- Create schedules, track and report accurate hours, and submit timesheets on time
- Create and follow an annual programmatic work plan in alignment with the organizational strategic plan and grant-driven program deliverables
- Facilitate a positive, team-oriented, work environment

Volunteer Coordination Responsibilities

- Work with volunteers to support our mission
- Support and engage our Canyon Friends Groups

- Recruit and engage volunteers using tools such as VolunteerMatch and other community engagement strategies
- Maintain and update the volunteer database and sign-up calendar in the Salesforce database, tracking volunteer participation and Friends Group sign-ups, etc.
- Track restoration data from training, intern, and volunteer work in the Canyonlands' Field Maps app
- Support Friends Groups with webpage creation, volunteer data collection, newsletter creation, and social media support. Provide training as needed.
- Provide routine educational trainings and interpretative hikes for Friends Groups and other volunteer communities.

Additional Responsibilities

- Effectively manage an integrated social media strategy featuring local communities, equitable green workforce development, and Canyonlands' advocacy and fundraising
- Draft and send a monthly newsletter using Mailchimp
- Maintain and update the website using Squarespace
- Lead group meetings and training events as necessary
- Be available to work on weekends to stage, implement and coordinate events
- Maintain equipment for project activities in coordination with restoration teams
- Assure through inspection that program sites are well-maintained and safe
- Provide a safe environment for program participants and volunteers
- Serve on external and internal work teams attending public and private meetings and events relevant to job duties
- Willingness to learn new skills to increase effectiveness in performing the job
- Perform miscellaneous duties as required.

Preferred Qualifications:

- Bilingual Spanish/English
- 3+ years of management experience
- 3+ years of working with community volunteers
- 3+ years working in nature education
- Basic knowledge of San Diego ecology

Schedule: This position is expected to work 40 hours weekly, Tuesday – Saturday.

Hybrid work schedule is available.

Benefits: Annual benefits include 80 hours of paid time off, 13 paid holidays, and 40 hours of sick time. San Diego Canyonlands contributes significantly to health insurance costs, covers the administrative costs of a 401k retirement plan, and provides a cell phone reimbursement. Additional perks include flexible work schedule, potential for hybrid work, monthly staff meetings, monthly staff hikes, and getting to work with a mission-driven organization and passionate coworkers.

A LiveScan background check is required for this position. Proof of COVID-19 vaccination or valid exemption is also required for this position.

Compensation: This is a salaried position, starting at \$64,500 – \$70,000, commensurate with experience.

San Diego Canyonlands, Inc. is an equal-opportunity employer committed to a diverse workforce.