



EVENTS MANAGER

Full Time

Starting Pay: \$52,000 base salary, adjusted based on experience

JOB DESCRIPTION

Los Padres ForestWatch, one of the top land and wildlife conservation organizations in California's central coast region, is seeking a full-time Events Manager. The position will direct an exciting lineup of virtual events throughout the year such as online auctions, live-stream fundraisers, and webinars. When large gatherings are allowed to resume, the position may pivot towards managing a combination of virtual and in-person events. The position is based in Santa Barbara (remotely until our office reopens), with occasional travel required throughout Santa Barbara and Ventura counties.

Our work spans nearly 220 miles of some of California's most spectacular landscapes, from the famed Big Sur shoreline to the backcountry of the Los Padres National Forest, the Carrizo Plain National Monument, and other public lands in San Luis Obispo, Santa Barbara, and Ventura counties. The Events Manager will help us build on our successful sixteen-year track record of land conservation throughout our region.

Position Overview

The Events Manager will oversee all facets of planning our two annual WILD! benefit events in Ojai and Santa Barbara (attended by 300-400 people each), along with several smaller events for our donors, members, and the general public. Events are critical to the ForestWatch mission, enabling us to educate, inspire, and engage local residents in our work, while also stewarding our donors and raising valuable funds to support our conservation priorities.

Now in their thirteenth and sixth years, respectively, our annual Ojai WILD! and Santa Barbara WILD! benefits have become mainstays of the conservation community. This year, we converted both events to a virtual format consistent with public health orders. These online "galas" will continue for the foreseeable future, and feature an online auction culminating in an happy-hour live stream celebration featuring guest speakers, musical performances, a live auction, and a fund-a-need. Our most recent Wild @Home! event raised \$100,000 with 250 people in attendance, demonstrating a sustainable model that the Events Manager can build upon to maintain support for our mission during these challenging times.

The Events Manager will also coordinate webinars, online trivia nights, and other fun and dynamic virtual events in coordination with ForestWatch staff to engage our supporters and the general public. When deemed safe to do so, the position may eventually include organizing smaller in-person gatherings such as membership and donor parties.

The position requires a strategic and creative combination of event planning, volunteer coordination, marketing, sponsorship and auction item solicitations, and technical knowledge of online event platforms. In addition, the Events Manager will produce and deploy traditional and social media to market and promote the events amongst our members, supporters, and the general public, and will oversee an event planning committee and volunteers as appropriate.

Responsibilities

1. Work with ForestWatch's development staff and executive director to successfully plan and execute two major benefit events annually. (70%)
 - Coordinate all aspects of our two Wild @Home! virtual live-stream benefit events using our integrated online platform.
 - Manage RSVPs and promote the event to ensure robust attendance.
 - Maintain event websites (sbwild.org and ojaiwild.org) and event pages on social media.
 - Solicit and secure auction donations from local businesses and individuals, gather collateral, and write descriptions of auction items to maximize online bids.
 - Design and email event invitations using our email database.
 - Work with our volunteer graphic designer to create promotional materials.
 - Coordinate vendors including the producer, recording studio, emcee/auctioneer, and musical performers.
 - Communicate with winning bidders to arrange payment and pickup/shipment.
 - Maintain database of auction donors, auction items, sponsors, and event attendees.
 - Manage event committees and coordinate volunteers.
2. Manage logistics of other virtual events and/or in-person gatherings (when permitted)—including webinars, online trivia nights, and presentations to donors—in conjunction with other ForestWatch staff. (30%)
 - Handle all aspects of event promotion, registration/RSVPs, and logistics
 - Work with other staff to identify appropriate topics, participants, and invitation lists as appropriate.
 - Manage online events using our GoToWebinar platform.
3. Work with staff to ensure that all aspects of our events reflect principles of diversity, equity, and inclusion.

Compensation

ForestWatch offers an excellent benefits package, including employer-paid medical insurance, a generous paid holiday and vacation package, and a 403(b) retirement savings plan. ForestWatch employees also enjoy significant pro discounts from leading outdoor apparel and equipment companies. The base salary for this position is \$52,000 and may be adjusted commensurate with experience.

Diversity, Equity & Inclusion

ForestWatch welcomes diversity and is committed to creating an inclusive and equitable work environment for all employees that encourages and celebrates differences. ForestWatch staff strive to incorporate inclusive practices in the performance of all duties and responsibilities, on a consistent and ongoing basis, and continually work to increase awareness and sensitivity to the needs and concerns of individuals from diverse cultures, backgrounds, and orientations.

QUALIFICATIONS

- Strong commitment to environmental protection.
- Bachelor's degree and/or minimum three years' experience in a marketing, communications, or event planning role.
- A track record of successfully planning and marketing large (300+) and small events, including virtual and in-person gatherings.
- Demonstrated ability to work independently in a remote setting and be accountable to others as part of a team.
- Excellent written and verbal communications skills.
- Attention to detail.
- Fluent with online and social media marketing and engagement strategies.
- Proficiency with Sprout, Constant Contact, Photoshop, and InDesign preferred.
- Ability to commandeer online event platforms such as Paybee.
- Experience editing simple event websites using a content management system, preferably Squarespace.
- Self-motivated with a strong drive to exceed expectations.
- Sense of humor.

To Apply

To apply, please send a cover letter describing your qualifications for this position, your resume, a 1-2 page writing sample geared to an external audience, and the names and contact information of three professional references to jobs@LPFW.org

Due to the volume of applicants, only those considered for an interview will be contacted. No phone calls, please.

This position is available immediately, and ideally will begin on or before January 4, 2021. Applications must be submitted by December 20 and will be reviewed on a rolling basis. Interviews will be conducted via Zoom.