

REDWOOD PARKS CONSERVANCY
Job Description

Position: Events & Community Engagement Director

Reports to: RPC Executive Director

Salary Range: \$64,480 - 69,480

FLSA Status: Full Time, Exempt

Location: Crescent City, CA

Job Summary:

The Events & Community Engagement Director (ECED) is responsible for development, coordination, organization, and execution of Redwood Parks Conservancy (RPC) fundraising events while overseeing and advancing the organization's vision for community engagement. This position works closely with the Executive Director, various RPC Directors and Managers to ensure successful participation to meet fundraising and programmatic goals. Develops and facilitates engaging events throughout the year that drive attendance and enhance attendee experience. Builds relationships and collaborates with Park Partners, donors, volunteers, area Chamber of Commerce, local businesses, and officials.

Essential Job Functions:

- Plan, schedule and organize events throughout the year with attention to detail, understanding the requirements and goals for each event while enhancing the experience of participants.
- Plans and oversees logistics of events from start to finish to ensure maximum efficiency, delivery, and adherence to any regulations. Makes recommendations to enhance event success.
- Meet with Board and Park Partners to discuss and plan event specifications such as scope, format, budget, administrative details and special requirements.
- Manages events and addresses potential problems that may arise. Plans for potential scenarios that could impact the integrity of the event.
- Works with the Executive Director to prepare event budget and projections.
- Works with the Bookkeeper to ensure non-grant donations are accurately tracked and managed.
- Leads promotional activities for events. Develops promotional material including brochures, programs, flyers, radio advertisements, and utilizes effective advertisement platforms.
- Solicits sponsorships for events to underwrite costs, including procurement of in-kind donations, prizes, printing, etc.
- Coordinates with local businesses and community organizations to support fundraising efforts.
- Coordinates and/or participates in meetings with Park Partners and Board prior to and following events.
- Helps to promote events as the Event Spokesperson with the media and the public.
- Establishes and maintains relations with vendors and venues.

- Analyze the event's success, prepare reports and complete any necessary paperwork.
- Maintains a working knowledge of the complex needs of a wide variety of events.
- Ensures safety and security issues are addressed and mitigated.
- Tracks budget expenditures and in-kind donations procurement using QuickBooks Online.
- Ensures and secures necessary insurance for all events.
- Other duties as assigned by the Executive Director.

Other Job Functions:

- Attends regular staff meetings as a productive and engaged member of the RPC team.
- Attends required and/or recommended training.
- Works at the assigned office a minimum of three (3) days per week, Tuesday - Thursday.
- Collaborates with the Executive Director regarding work schedule to compensate for required weekend work as job requires.

Skills and Abilities:

- Driven and passionate about non-grant fundraising; assertively seeks sponsorships and donations throughout the year to ensure successfully executed fundraisers.
- Has the necessary leadership skills to make decisions and solve problems as well as delegate tasks and encourage team members and volunteers.
- Knowledge of Redwood National and State Parks, Tribal partners and local community.
- Must be able to work independently, be highly detail and task oriented.
- Excellent interpersonal skills and professional demeanor, strong ability to work effectively with all levels of management, staff, park partners, the public and donors.
- Ability to organize and multi-task concurrent projects.

Physical Abilities:

- Ability to work varied hours, including nights and weekends.
- Able to sit or stand for several hours at a time.
- Able to pull, push or carry objects weighing up to 25 lbs.

Minimum Qualifications:

- A minimum of (5) years experience in event planning and community engagement.
- Bachelor's degree in a related field is highly desirable.
- Working knowledge of Canva, Adobe or other online graphic design tools.
- Ability to use QuickBooks Online and general office computer programs.
- Valid California Driver's License in good standing and proof of insurance.
- Ability to pass a background check to work with youth.
- Reliable transportation to be at work and/or events when scheduled.
- Must be able to provide proof of COVID vaccination.