



## NEW AUDIENCES MANAGER POSITION DESCRIPTION

<b>JOB TITLE:</b>	New Audiences Manager
<b>CLASSIFICATION:</b>	Full-time, Exempt
<b>HOURS:</b>	40 hours per week, Occasional Weekend and Evening Hours Required
<b>SALARY:</b>	\$82,000; Competitive Benefits Package
<b>REPORTS TO:</b>	Programs Director

### POSITION SUMMARY

LandPaths seeks an individual with a passion for building a diverse, healthy and whole community connected with the land. The ideal candidate is driven, energetic and creative; excels in an active work environment, is committed to equity in access to nature, and loves the outdoors. The New Audiences Manager will provide overall strategic vision and expertise to LandPaths' *Branching Out Conservation* initiative, enrich all programs with outreach and interpretive excellence, and lead outings and garden staff with a culture of shared learning and growth. The New Audiences Manager will represent LandPaths in the community and build partnerships with other community-based organizations and institutions. The New Audiences Manager will be an active, engaged member of the "Leadership Team," participating in successful accomplishment of strategic goals across the organization. All work will consider and be accomplished through the lens of DEIAA.

Specifically, the New Audiences Manager will oversee staff to lead LandPaths' *Outings, Vamos Afuera, Let's Read Outside, Bayer Farm* and *Jeff's Garden at Andy's Unity Park* and other community and family-based programs through strategic goal setting, planning and evaluation. The New Audiences Manager will maintain program excellence including relevance with the communities we engage, opportunities to creatively meet the changing needs with outdoor programming tapping into strength-based approaches, mental, emotional and physical health, traditional cultures and celebrations.

### POSITION DUTIES

#### Leadership

- Assess current New Audiences programs, including content, program delivery, and evaluation for excellence, develop multi-year vision and strategy aligning with LandPaths' Strategic and Equity Plans
- Active participation in the Leadership Team, responsible for all LandPaths' initiatives, including cross-initiative communication
- Become knowledgeable and conversant in all aspects of LandPaths' mission, strategic plan, preserves and community programs
- Present to community and larger public forums, articulating LandPaths' positive impact on communities, especially marginalized communities
- Develop and deepen through active listening and mutual understanding, relationships to expand the network supporting and advancing LandPaths' youth and education goals

- Cultivate, participate and take leadership roles in community partnerships, collaborations, and initiatives that advance outdoor-based programs and individual and family well-being in the County
- Represent LandPaths in the community throughout the county, aligning LandPaths' work with larger County-wide collective impact efforts

### **Management**

- Hire, mentor, motivate, review and retain a high performing team; ensure team is prepared to contribute at their highest level; hold all team members accountable, and ensure they have the knowledge, skills, ability and resources needed to succeed
- Develop, manage, and assess budgets; determine the most effective use of staff time and resources to ensure program excellence and progress on budget and within strategic priorities
- Support fundraising including grant proposals
- Provide contract and successful grant oversight and reporting

### **EXPERIENCE AND QUALIFICATIONS**

- A genuine passion for connecting people to land and for equity in access to nature
- Experience in leading and managing staff, programs, budgets
- Strong management skills with an entrepreneurial spirit
- Demonstrated ability to integrate community needs, outdoor resources, cultural relevancy and best practices into impactful programs
- Experience working with marginalized communities
- Excellent interpersonal skill; self-aware, with an ability to have tough conversations to build community
- Strong communication skills: articulate with proven ability to write effectively and speak persuasively
- Strong familiarity/background with the communities that comprise Sonoma County
- Bi-lingual and/or having a significant cross-cultural experience, cultural competency training
- College degree or significant relevant work experience

### **ATTRIBUTES**

- Embrace LandPaths' values, inclusive of our commitment to fairness and equity
- Thrives in a creative, problem- solving atmosphere of shared leadership and unrelenting drive to improve
- Curious; enjoys learning and supporting the work of others
- Works best in busy work environment, managing multiple variables with divergent goals
- High integrity and strong commitment to program and organizational goals
- Confident in area of expertise, flexible, and able to engage with new ideas and approaches
- Enjoys and expresses joy as part of a positive work environment

### **COMPENSATION**

Salary for this position begins at \$82K. LandPaths' compensation includes health and dental coverage, retirement savings, and generous leave package.

### **TO APPLY**

Send a brief cover letter and resume to [hr@landpaths.org](mailto:hr@landpaths.org) with New Audiences Manager in the subject line. Deadline to apply is Wednesday, August 16, 2023.