



**Climbing Resource Advocates for Greater Sacramento**

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## **Community Outreach and Educational Programs Manager - Board Member**

Climbing Resource Advocates for Greater Sacramento

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### **Climbing Resource Advocates for Greater Sacramento (CRAGS) Mission Statement:**

The Climbing Resource Advocates for Greater Sacramento (CRAGS) is a volunteer run 501(c)(3) non-profit organization protecting access to Northern California climbing areas, advocating for climbers' interests, constructively addressing the concerns of landowners and other land users, and working to keep climbing areas clean, safe, and healthy.

### **Position Summary:**

This is a brand new position on the board of Climbing Resource Advocates for Greater Sacramento, CRAGS. The person who fills this position will be responsible for doing some serious research and focus groups with climbers, gym management and staff, guide services, and other constituent groups to understand the types of resources and content that would be the most relevant and engaging for the climbing community. The end goal will be to build an educational program that provides passive (blog/social posts, flyers, etc.) and active (events, at-the-crag engagement, etc.) engagement throughout the year.

### **Key Responsibilities and Duties:**

- Identify and develop relationships with key stakeholders within the climbing community
- Identify our most needed educational content topics
- Determine the best way to deliver this content and engage the climbing community around these important topics
- Develop consistent content to deliver this information to the climbing community
- Work with other board members to integrate educational programming and content into other organizational offerings (Adopt-A-Crags, community development, social, email, etc.)
- Meet monthly with President to sync up on work completed and next steps
- Facilitate community outreach or educational programs
- Manage the budget or donations allocated to outreach programs
- Attend monthly board meetings and provide update to board members

### **Qualifications:**

- You must be a self-starter with excellent time management skills
- Experience with educational program development or general program development would be ideal, although not mandatory
- Experience with collecting data, conducting research, and using this information to make programmatic recommendations is something that we need to see experience in
- Experience with building and fostering relationships is also a must
- Alignment with the mission of CRAGS

**Time Commitment:**

- 1 year commitment to position at minimum; a 2 year commitment is preferred.
- Attendance at monthly board meetings - 1.5 to 2 hours per month
- A consistent commitment of 4 to 7 hours per week is expected, possibly more if hosting an event