



Climbing Resource Advocates for Greater Sacramento

Member Engagement Manager - Board Member

Climbing Resource Advocates for Greater Sacramento

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:

The Email Communications Manager is a key role in the organization. This person will be responsible for building the monthly emails that are sent to our list of volunteers. These emails promote our upcoming Adopt-A-Crag events, provide educational content, highlight access updates, and cover other local climbing news.

Key Responsibilities and Duties:

- Upload lists of volunteers to email tool (from events, tabling, etc.)
- Coordinate with other board members for monthly email content
- Develop content and choose pictures from our existing photo cache
- Create monthly emails to promote events, programming, access info, partnerships, etc
- Work with fellow board members to develop input and management systems for the data they generate
 - Example: inputting and tagging constituent records for volunteers at Adopt-A-Crag events.
- Work directly with board to build a sync between our database and Constant Contact to keep our email list up-to-date
- Working closely with board members to ensure the CRM works effectively for all aspects of CRAGS
- Create and maintain documentation around our data gathering and maintenance strategy
- Execute member engagement campaigns to increase the number of members
- Develop a system on how we get volunteers engaged
- Facilitate volunteer coordination for events and other projects
- Attend the monthly board member meetings - currently held in Sacramento

Qualifications:

- Experience with the email platforms
- Familiarity with how email lists work and how to manage/update them
- Take pride in being super organized and on-time with delivery of commitments
- Willing and able to “herd cats” to get the content you need in order to meet deadlines

- Ability to write and present content that is compelling to the climbing community
- Near super-human editing skills with a love for correct comma placement
- Alignment with the mission of CRAGS
- General all-around amazing person that is willing to jump in wherever they can to help move this organization forward

Time Commitment:

- 1 year commitment to position, but 2 year commitment preferred
- Attendance at monthly board meetings - 1.5 to 2 hours per month
- A consistent commitment of 3 to 5 hours per week is expected
- During very busy times of the year, the time commitment could be as high as 7 hours per week