



## California Preservation Foundation Program and Engagement Manager

### **About the Position**

The California Preservation Foundation, founded in 1978, is California's leading state-wide non-profit dedicated to preserving our architectural heritage. A membership-based organization, CPF provides statewide leadership, education and advocacy to more than 30,000 members, supporters, and program participants.

This position is designed to establish more effective communication between CPF and its members, raise public awareness of historic preservation, and play a key role in organizing and managing our educational programs. The Manager reports to the Executive Director and will be instrumental in accomplishing tactical objectives and contributing to the strategic direction that leads to CPF's success.

The ideal candidate will be:

- A creative communicator who understands the importance of marketing and public relations.
- A strategic thinker who can implement on a day-to-day basis (drafting copy, monitoring analytics, etc.)
- Able to implement campaigns in both traditional (paper, mailing) and contemporary (social media) methods
- Collaborative with the Executive Director, Field Services Director and Trustees
- Results-oriented with the goal of increasing membership and public response to CPF and preservation
- Able to engage with and communicate with our members and the public through telephone conversations, social media and the written word.
- Able to make complex and technical issues clear and understandable.

### **Duties & Responsibilities**

#### **Programs (55%)**

- Serve as an innovative and creative leader to create relevant and engaging online and in-person programs.
- Work with Education Committee and CPF staff to create, review, manage and produce CPF's educational programs.
- Oversee the production and execution of the annual preservation conference education programs.
- Working with staff to create and monitor the program budget and workplan/calendar.
- Use collaboration and project management skills to meet the organization's financial, strategic, and program objectives for the year.
- Arrange continuing education units.

#### **Fundraising and Membership (20%)**

- Working with CPF Executive Director and staff, manage solicitations and renewals of CPF members (organizations and individuals).
- Communicate with donors, members, non-members and others in a relationship building and stewardship role.

- Build and maintain relationships with external partners and stakeholders, including nonprofit and public agency staff, building professionals, and media professionals.
- Analyze data pertaining to website and social media use and effectiveness as related to fundraising and awareness activities.
- Assist the Executive Director in researching funding opportunities for CPF.

### **Communications (15%)**

- Draft compelling, creative copy across multiple formats and channels using a consistent and recognizable voice, style, and tone throughout all communications.
- Create, implement, and evaluate marketing campaigns to promote educational programs, including an annual conference, workshops, webinars, and the Preservation Design Awards.
- Manage CPF's social media platforms to grow followers and increase engagement.
- Administer CPF's email marketing campaigns and marketing automation platform.
- Work with CPF staff to manage and monitor the day-to-day updating of CPF's website, driving traffic with compelling content.

### **Other Duties and Responsibilities (10%)**

- Individuals assigned to this position may perform other duties as assigned, including, but not limited to:
  - May answer company telephone and redirect calls
  - Assist with major campaign mailings
  - Assist with on-site major event logistics

### **Qualifications**

#### *Education and Experience*

- Bachelor's degree (B.A. or B.S.) from an accredited four-year College or University in the humanities, marketing, communications, journalism, or a related field or equivalent combination of education and experience.
- At least 3 years of related professional work experience preferred.
- Combination of relevant education and/or work experience will be considered.

#### *Skills, Abilities, Competencies*

- Understanding of and commitment to the Foundation's mission;
- Compelling writing and editing skills, and effective oral communications skills;
- A creative thinker with strong problem-solving skills;
- Highly organized, able to meet deadlines, work in a lead role with committees, create and manage work plans;
- Ability to manage multiple, simultaneous projects; organize and coordinate projects with multiple components;
- Expert knowledge of Microsoft Office and Windows.
- The job requires periodic travel and overnight stays. Applicant must have a valid California driver's license.
- Experience with email marketing or marketing automation platforms.

#### *Preferred Skills*

- Experience with website content management systems (Wordpress, etc.)
- Proficiency with customer relationship management software (Salesforce, Neon CRM, etc.).
- Experience managing social media campaigns

- Proficiency with search engine optimization (SEO) and search engine marketing (SEM) a plus.

[How to Apply: Submit the following information to apply@californiapreservation.org.](mailto:apply@californiapreservation.org)

1. Include a cover letter describing your skills and experience and why you are a fit for the position.
2. Submit your resume.
3. Include 3-5 published writing samples that display your creativity and versatility across formats, from blog posts or magazine articles to emails or web pages.

#### **Work Schedule and Compensation**

This is a full-time, non-exempt position. Work schedule is Monday-Friday, with some extended hours and weekend work needed to support special events. Benefits include a flexible, remote work schedule, monthly health insurance contribution, dental insurance and generous personal time off. Competitive salary, depending on experience.

**Application Deadline:** Open until filled

**No phone calls please.**

*The California Preservation Foundation is an equal opportunity employer.*

*(6/18/2026)*