



Event & Volunteer Manager

THE OPPORTUNITY

Are you passionate about trails and the many benefits they offer? Are you a successful, detail-oriented event planner and/or volunteer manager who would love to use your skills to help get more people out enjoying, exploring and stewarding the Bay Area Ridge Trail?

The Ridge Trail Council is looking for a dynamic professional to manage our Event and Volunteer program. This position reports to the Development Director, and works closely with all Ridge Trail staff.

THE ORGANIZATION

The Ridge Trail Council's mission is to plan, promote and sustain a connected hiking, cycling, and equestrian trail on the ridgelines around San Francisco Bay – linking people, parks, and open space for today and future generations. We're more than two-thirds of the way to our goal, with 400+ miles of the ultimate 550-mile loop now complete.

The Council is a 30+ year stable nonprofit with a professional, well-respected staff, a dedicated and engaged Board of Directors, and an extensive cadre of volunteers. The office is currently in downtown San Francisco, but is expected to relocate to Berkeley within 6 months (flexibility to partially work from home). The expansive regional extent of the trail network requires an ability to travel throughout the Bay Area.

POSITION SUMMARY

The Event and Volunteer Manager leverages volunteer efforts and plans and organizes trail events that serve the Ridge Trail Council's mission, strategy, and work plan. They are responsible for creating volunteer opportunities and strategic events that increase public-awareness, raise funds, and attract and engage new supporters. They work closely with the entire Ridge Trail team, and coordinate closely with partners, stakeholders, and volunteers. This is an exempt position.

KEY RESPONSIBILITIES

Event Management

- Plan, coordinate, and handle day-of logistics for annual trail events like *Ridge to Bridge* and stewardship events like *Ridge Trail Service Day*.

- Plan, coordinate, and handle day-of logistics for our yearly calendar of trail outings, openings/dedications, and member appreciation events.
- Lead, manage and/or support additional events such as *SF Super Stroll & Roll* and *East Bay Hills Benefit Hike & Ride*.
- Support special projects and initiatives like circumnavigation, social mixers, multi-day trekking or overnight events.
- Manage event registration, tracking, and reporting.
- Develop and implement strategies to increase event revenue.
- Solicit support from members, sponsors/corporations, and key partners and attract new audiences with a special focus on including historically under-represented communities.

Community Engagement

- Engage land agency partners on events and outings.
- Support community partnerships with organizations or groups that serve under-served and under-represented and BIPOC (Black, Indigenous, and People of Color) communities.
- Support relationships with key stakeholders including other trail organizations, agency partners, and corporate partners.

Volunteer Engagement

- Develop a volunteer program to support outings, events, committees, board development, and promote Ridge Trail membership.
- Recruit and orient new volunteers, including outing leaders, trail work volunteers, and volunteers that help with events, help around the office, or offer professional skills.
- Manage volunteer engagement, communication, training, tracking, and appreciation.

Communication and Outreach

- Manage event promotion and communication with participants and volunteers, including updating the website, email outreach, and posting to social media and other outlets.
- Assist with general outreach and communications, including monthly eNews and biannual print newsletter.

Additional Duties

- In collaboration with other staff, provide leadership and support to Council committees and working groups.
- In collaboration with other staff, help plan and handle logistics for fundraisers, member engagement events, and donor cultivation events.
- Develop an annual work plan and help prepare and track budgets.

REQUIRED EXPERIENCE, SKILLS, AND VALUES

- A passion for trails, inspiring volunteers, and the Ridge Trail mission!
- Minimum 2-3 years related experience.
- Ability to travel and work evenings and weekends, as needed, and a licensed CA driver.
- High proficiency in Google Suite required. Working knowledge of Microsoft Office, Salesforce or other databases, Acrobat, Photoshop, InDesign, Campaign Monitor, Asana, a bonus.
- Strong written and verbal communications: comfort with public presentations and writing for outreach pieces covering events.
- Knowledge of employing social media (FB, Twitter, Instagram) to bolster participation and awareness.
- Knowledge of Bay Area trails, parks, outdoor recreation, and/or advocacy is a plus.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. Some evening and weekend work is required.

The Council is open to flexible arrangements, including varying levels of remote work. Currently, many staff work remotely but are occasionally required to work in the office. The Event position regularly requires in-person work at various locations around the Bay Area. The Council also organizes staff outings and hikes throughout the year.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear, and to sit or stand at a desk/computer terminal for extended periods time. The employee may be required to transport office products and supplies, or equipment of up to 40 pounds (carry, set up and take down displays) and walk 8 miles on natural surface trails. The position requires the ability to attend outdoor events and/or activities in varying weather and temperature conditions. Must be able to hike on uneven and/or rugged terrain.

COMPENSATION

The Council strives to pay competitive salaries within the nonprofit community. Benefits include paid vacation, holidays, sick leave, medical, dental, vision coverage, and 401K. The salary range for the Event and Volunteer Manager is \$58,000-65,000 based on experience.

TO APPLY

The Council is an equal opportunity employer and committed to a diverse team. To apply, please send a cover letter, resume, and salary objectives to careers@ridgetrail.org and indicate "Event and Volunteer Manager" in the subject line. Please visit www.ridgetrail.org for more information about the Ridge Trail.

The position is open until filled, but to facilitate review, please apply by December 1, 2022.