

PlantRight Project Manager - Full-time

PlantRight (<https://plantright.org/>) is a collaborative, science-based and voluntary program that partners with California's horticultural industry to keep invasive ornamental plants out of our landscapes. PlantRight works to unite diverse industry groups to protect our state's unique biodiversity, by stopping the sale of invasive plants, and identifying non-invasive alternatives to promote in regional markets.

This Project Manager's primary responsibilities are four-fold. Managing: PlantRight's annual spring Nursery Survey; annual Plant List process; PlantRight.org website; and, minimal marketing and communication activities. For 8 years and counting PlantRight's survey has provided critical and statistically sound information on invasive plant trends and sources, and informed PlantRight's Plant List and overall strategy. Each year, we work with more than 170 volunteers (largely UC Master Gardeners) to collect information from over 300 locations throughout the state.

Key Responsibilities include:

1. Recruiting, training, supporting and managing survey volunteers, Q1 and Q2. (With generous assistance from the UC Master Gardener statewide office and UCMG County Coordinators.)
2. Working with Learning for Action (LFA) to develop a list of stores to survey (pulling list from CDFA database, sending to LFA, reviewing store information and calling nurseries to confirm they are appropriate for the survey.
3. Managing the collection of survey data submitted by volunteers online, and preparing this data for statistical analysis (conducted by statistical consultants LFA).
4. Producing annual Spring Nursery Survey deliverables, including: survey report, fact sheet, and related survey results collateral. LFA drafts the survey report and text for the fact sheet.
5. Creating and distributing quarterly educational newsletter to PlantRight constituents, by group (growers, retail garden centers, survey volunteers, 'elevating the brand' allies)
6. Keeping PlantRight's social media channels (Facebook, Twitter, Instagram) active by posting at least once per week on each.
7. Leading PlantRight's annual plant list update process, including development of a list of candidate plants to include in the survey, preparing and sharing survey results with an external group of advisors (including plant scientists, botanists, and industry experts). This usually entails 3 to 4 conference calls per year.
8. Updating PlantRight.org website as needed, based on survey and plant list activities each year.
9. Keeping key accounts and allied organizations up to date on new content – especially the annual plant list of priority invasives and suggested alternatives, by no less than annual personal calls and follow-up with said content.

The successful candidate will possess the following interests, skills, and experience:

1. An interest in protecting California's wildlands and native species.
2. Self-starter with opportunity to become a key contributor from day one.
3. Excellent written and verbal communication skills (including via e-mail, phone, in-person, video conference, etc.), that will set you up to be an excellent PlantRight champion.
4. Educational background or experience in environmental science, plant sciences, ecology, etc. preferred.
5. Experience working effectively in collaboration with diverse stakeholders, and an interest in working "across the aisle" to find practical solutions.
6. Highly organized and love of learning.

7. Enjoys variety in their workday and responsibilities.
8. Aptitude and experience working with large amounts of data and spreadsheets. Facility with Microsoft Excel is essential.
9. Facility with Microsoft PowerPoint, social media, and website management basics
10. Strong attention to detail, while keeping big picture in focus.
11. Enjoys problem solving, yet tolerates ambiguity (that comes with many invasive plant challenges).
12. Enjoys a fast-paced entrepreneurial culture, creating innovative, high-impact programs.
13. Enough experience creating cause related social media content that you will keep the momentum going strong.
14. Bachelor's degree preferred.

If you are interested in tackling environmental problems in ways that make economic sense on a small, energetic team, we want to hear from you!

Please email resume and coverletter to:

Chris Zanobini

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