Job Description
Marine Senior Program Manager

The Organization:
WildAid is a unique and dynamic global wildlife conservation non-profit based in San Francisco. With a $12 million annual budget, WildAid leverages over US $200 million in donated media placement and has received a perfect 100 score and Four Star rating from Charity Navigator. Its campaigns have contributed to an 80% decline in shark fin imports to China and an estimated 75% reduction in ivory and rhino horn prices in China and Vietnam, as well as China’s ivory ban and a host of other conservation successes.

Established in 1999, WildAid’s mission is to end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on protecting animals from poaching, WildAid pioneered demand reduction in conservation and works to reduce global consumption of wildlife products by persuading consumers not to buy them. With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid is able to deliver high-impact, culturally-sensitive multimedia campaigns reaching hundreds of millions of people every week by leveraging donated media space. We also promote conservation to people across Africa through local ambassadors and combat climate change with campaigns to reduce meat consumption and promote lower carbon transport in China. Our expanding marine program strengthens marine protected areas around the world.

The Marine Senior Program Manager will supervise, support, and enhance WildAid’s marine program as it expands to new project sites. Reporting to WildAid’s Marine Program Director, they will oversee junior and mid-level staff, including the Marine Program Grants Officer, and coordinate with WildAid senior staff and other Marine staffers to plan and implement fundraising strategies, plan and implement marine communications, ensure fulfillment of marine project KPIs, oversee marine staff onboarding, coordinate the production of Marine Protection System Plans, and oversee the use of the Marine Protection System Tracker. This role is both strategic and hands-on and will evolve as the Marine Program continues to expand.

Primary Duties and Responsibilities:

- Manage Marine Program Grants Officer and other junior staff as applicable
- Oversee onboarding of new marine team members
- Support Marine Program strategic planning, including amplification strategy, new partner and project site scoping, and reviewing opportunities to generate awareness for the marine program
- Lead development of Marine Program toolbox, including drafting and maintaining templates, references, and checklists used for Marine Protection System plan development, annual project planning, tracking KPIs, and reporting.
- Lead development and refinement of the Marine Protection System Tracker used to measure marine project progress to date, ensure its use among marine program project managers at each site, and collaborate with M&E experts to assess validity of the tracker, research academic partners to help publish the Tracker and our methodology, and others as needed.
- Develop marine fundraising strategy for a $3M+ annual program budget with senior management and oversee development of the foundation/government pipeline, and implementation, including drafting and submitting grant proposals to meet the marine annual budget, drafting and submitting donor reports, as well as maintain Salesforce.
- Manage individual marine donor appeals (World Oceans Day, Giving Tuesday, End of Year) with other WA departments
- Develop marine communications strategy with senior management, and oversee dissemination of programmatic impact through quarterly newsletter, blog posts, social media posts, press releases, annual report, gala content, and other WA communications.
• Manage marine projects as needed to ensure KPIs are met and maintain multimillion dollar partner/funder relationships.
• Manage contractors and vendors on an as needed basis, including Spanish translators
• Write Marine Protection System Plans (as-needed), train others to write MPS plans, and coordinate with graphic designers to publish MPS plans.
• Manage marine website (marine.wildaid.org), including adding content and providing updates as needed
• Represent WildAid with external organizations and at events, to build strategic collaborative projects, manage institutional and individual funder relationships, and generate awareness for the marine program.
• Help coordinate conferences, trainings and other WildAid Marine events as needed, including workshop event planning, logistics, travel coordination, and attendance
• Other duties as requested

Key Competencies & Ideal Profile
We seek an experienced marine conservation practitioner, who enjoys managing complex strategic-level projects, and is easily able to coordinate remote and highly diverse employee and contractor teams. They must thrive working independently without a great deal of supervision, and must understand how to confidently express, and respectfully receive, diverse viewpoints. All WildAid staff members must also be comfortable in an entrepreneurial culture.

Required Qualifications
• Bachelor's degree required; an advanced degree in a related field or PMP certification is preferred
• Minimum 7 years in conservation (preferably in marine conservation) working in increasingly responsible roles
• Minimum 5 years fundraising or business development experience
• Experience working effectively with internationally-based highly diverse teams
• Excellent verbal and written communication skills
• Ability to work independently
• Willingness to travel up to 25% of the time
• Fluent in English

Desired Qualifications:
• Fluent in Spanish
• Event planning experience

Location
US (with ability to work Pacific Time hours and participate in meetings with international partners outside normal business hours)