



Job Description— Deputy Director

Organization	LandWatch Monterey County
Position	Deputy Director
Position Type	40 hours/week (Exempt)
Applications Accepted	Rolling, Open Until Filled
Salary Range	\$90,000-\$120,000
Application Deadline:	September 1, 2026

BACKGROUND

In 1997, a small group of concerned Monterey County residents came together to counterbalance well-financed developers and their attorneys, who showed little regard for preserving prime agricultural lands, preventing sprawl, or building affordable housing and its supporting infrastructure. LandWatch was conceived around a dinner table with a clear goal: build a respected professional organization to advocate for a more sustainable vision for the community. In its first 25 years, LandWatch built a strong track record, including urban growth boundaries, legal victories, and broad community support.

LandWatch Monterey County is a 501(c)(3) nonprofit whose mission is to inspire a sustainable future, using Monterey County as a model. We seek a Deputy Director to help lead the organization as we protect farmland and open space; encourage infill housing; and address inequities in housing, cost allocation, and infrastructure that affect climate change, social equity, and community health.

LandWatch serves one of the most beautiful and diverse communities in the United States and has built a reputation for being smart, effective, and agile. Guided by our core values of sustainability,

social equity, and conservation, we focus on long-term policy reforms addressing affordable housing, climate, groundwater sustainability, and other land and water use issues.

THE POSITION

This is a demanding role. We're looking for someone who can manage a wide range of initiatives – part policy wonk, part community organizer; both visionary and detail-oriented; equally comfortable fundraising and leading. Above all, this person will be a strong advocate for policy change that challenges the status quo.

The Deputy Director reports to and works closely with the Executive Director across all responsibility areas. The Executive Director will mentor the Deputy Director with the potential for eventual succession. Scope of responsibility and salary will increase over time.

RESPONSIBILITIES

1. **Policy Advocacy (60%).** Working closely with the executive director, this role requires close collaboration with local and regional organizations, city and county staff, the land use development community and decisionmakers on land use planning, housing, wildfire, water, and climate issues. The Deputy Director will focus on housing policy implementation and initiatives related to climate plans, preservation of natural and working lands, and sustainable water supplies. The Deputy Director will:
 - In consultation with the leadership team, craft and deliver policy positions – in writing and orally – through comments and testimony before decisionmakers that align with [LandWatch's principles](#), with close attention to general plans, land use plans, and development and water projects.
 - Collaborate on land use strategy, using tools such as grassroots organizing, policy recommendations, ballot measures, and litigation.
 - Launch grassroots organizing campaigns and other land use policy initiatives.
2. **Fundraising (15%).** With the Executive Director, this work includes major donor fundraising, foundation grants, membership recruitment and retention, direct mail, and events. The Deputy Director will:
 - Support major donor fundraising end-to-end – prospect identification, research, cultivation, solicitation, closing, and stewardship. This includes personally engaging prospective donors (introductions, solicitations, follow-up, and pledge reminders), warmly acknowledging existing donors and their gifts, and organizing donor-focused events.

- Support the direct mail program in collaboration with LandWatch’s marketing/fundraising consultant, and ensure the success of the program through campaign reviews and analysis.
 - Plan and supervise fundraising events and one-on-one donor cultivation.
3. **Marketing and Membership (15%).** LandWatch relies on its website, social media, publications, and e-newsletters to advance its mission. This work keeps the organization connected to donors, creates opportunities for engagement, and strengthens existing relationships. The Deputy Director will:
- Develop outreach and marketing materials, including the e-newsletter and brochures, and manage the mission, marketing, and membership sections of the LandWatch website.
 - Create and implement trainings, tours, and other public and membership programs and events.
 - Contribute to the membership database (e.g., Little Green Light), engage and educate supporters through email alerts, re-engage lapsed donors, and thank existing donors.
4. **Operations and Board Development (10%).** The Deputy Director will support the Executive Director in overseeing bookkeeping, budgeting, financial reporting, database management, and other operations, and will spend approximately one day per week supporting LandWatch’s Salinas office. The Deputy Director will also help prepare budgets, board packets, and financial materials, and support the Executive Director’s work with the Board of Directors.

QUALIFICATIONS

Applications most qualified for this position will have:

- A bachelor’s degree and advanced degree in law, planning, natural sciences, public policy or related field.
- At least five years of experience working in a related field.
- Experience in, and passion for, addressing issues related to climate change, housing, transportation, water management, land use planning, community development, air quality, natural resources, and land conservation, or related public policies.
- Proven success as a policy advocate.
- Experience in, or enthusiasm for, fundraising, as well as membership and donor cultivation and retention.

- Management experience, such as organizational operations and juggling complex projects in a timely and collaborative manner.
- Ability to communicate effectively and persuasively, including creating engaging presentations and writing materials for marketing, membership, and email campaigns.
- Strong interpersonal and organizational skills, including the ability to interact successfully with local officials, community leaders, board members, committees, staff, volunteers, and the public.
- Ability to organize and facilitate meetings and events, negotiate, and build consensus among disparate interests.
- Fluency in English and Spanish (both writing and spoken) is strongly preferred.

COMPENSATION

The starting salary range is \$90,000–\$120,000, depending on experience, education, and skillset. LandWatch offers health insurance, a retirement plan, and paid time off for holidays, vacation, and sick leave.

LOCATION

LandWatch focuses on issues throughout Monterey County. Travel is expected with mileage being reimbursed. This position allows for flexibility to work at home.

APPLICATION

Please email a cover letter and resume (LinkedIn or PDF) to jobs@landwatch.org. Applications will be considered until the position is filled.