



The [Recreational Boating & Fishing Foundation](#) (RBFF) is looking for a **State Program Manager** to join its team in Alexandria, VA. We're looking for a goal-oriented, team player with extensive experience in managing marketing and outreach programs.

As the only organization dedicated to growing U.S. participation in recreational boating and fishing, and supporting the aquatic conservation programs that rely on it, RBFF manages the award-winning [Take Me Fishing™](#) and [Vamos a Pescar™](#) brand campaigns. Our work includes advertising, marketing, public relations and social media to get the word out about our digital resources, where consumers can learn, plan and equip for a successful day on the water.

If you are a resilient, customer-service oriented person who enjoys working in a small group setting; and you are in search of a job that promotes fun, quality time with friends and family, and conservation, we'd love to have you on board! We'll even invite you to go fishing with us each summer.

Partners and stakeholders are important to our success, and we provide [programs, resources and training](#) to support their angler and boater recruitment, retention and reactivation (R3) efforts. This position will work closely with key state natural resource agency personnel to develop and implement R3 programs that will enable us to reach our goals.

#### **Responsibilities**

- Serve as an RBFF representative to and communicate effectively with state natural resource agencies.
- Engage state natural resource agencies in effective angler and boater R3 strategies and implementing the [Angler R3 Recommendations](#).
- Manage program implementation processes with state agencies for various R3 programs, including retention-focused programs, R3 training programs and overseeing grant programs: [State R3 Program Grants](#) and [George H.W. Bush Vamos A Pescar™ Education Fund grants](#).
- Work with both external and internal teams to support and facilitate the development and implementation of state angler and boater R3 plans.
- Conduct outreach efforts to identify state agency R3 resource and training needs, as well as key state partner champions.
- Assess and compile state agency R3 needs and analyze against organizational strategy.
- Serve as an RBFF ambassador at primary state conferences with up to 5% of time spent traveling.

#### **Required Skills**

- Bachelor's degree in communications, marketing, development, management or business management.
- 3+ years of progressively responsible experience in marketing, communications, project management and other related experience.
- Experience with state and/or federal natural resources management agencies highly preferred.
- Exemplary project management skills; ability to prioritize and organize tasks, effectively manage multiple projects concurrently with attention to detail, and adherence to deadlines.
- Exemplary written and verbal communication skills; ability to market/sell ideas and products.

As an RBFF staff member, you will receive a competitive salary; full benefits package including 401k, performance-based bonuses, medical, dental, vision, long- and short-term-disability, life and AD&D insurance. If you are an outstanding State Program Manager with a solid background, we want you on board! Please send your resume to [hr@rbff.org](mailto:hr@rbff.org) with your salary requirements, and reference State Program Manager in the subject line. No phone calls, please.