



# Benton Soil and Water CONSERVATION DISTRICT

## Position Description

### COMMUNICATIONS & COMMUNITY ENGAGEMENT COORDINATOR

Employee Name: Open

Reports to: Executive Director Employment Status: At Will Employee FLSA Status: Non-exempt

Pay Range: \$52,000-\$58,096 DOE

FTE: 1.0

Office Location: Corvallis, OR

#### General Position Summary

The Communications and Community Engagement Coordinator has responsibilities in three broad priority areas: 1) communications/social media and marketing; 2) conservation education and outreach; and 3) volunteer/internship program coordination. This team member raises awareness of the impacts of our community conservation programs across our service area of Benton County; helps us reach new audiences and deepens collaborative relationships with community partners with an eye towards equitable access to our programs and services; uses marketing tools to convey consistent messaging to our customers, stakeholders, and funders; develops conservation career pathways by recruiting and inspiring volunteers/interns to get involved with and become ambassadors of the District; and develops, implements, and evaluates strategies to engage community members in conservation projects that align with our Strategic Plan.

#### Equity, Diversity, Inclusion and Justice (EDIJ)

Benton SWCD seeks to dismantle systemic barriers and operate based on the principles of EDIJ. To that end, this position requires:

- Knowledge/interest in, and commitment to working in a diverse and inclusive environment that places a high value on equity.
- Participation in creating and promoting a workplace culture of collaboration, awareness, innovation, accountability, compassion, and respect.
- Excellent interpersonal skills and ability to establish effective working relationships in a multicultural, gender-diverse, and multiethnic environment.
- Engagement in equity, diversity, inclusion, and justice training with workgroup participation as needed.

**Essential Functions** (*% are estimates to demonstrate general distribution of work and may be adjusted during annual reviews*)

#### 1. Communications, social media, and marketing (*approx. 45%*)

- Develop, implement, and evaluate a District-wide communications strategy to showcase the impact of our conservation programs, build relationships with stakeholders, and increase public participation in conservation practices throughout Benton County.
- Facilitate community conversations that assess conservation interests and needs and identify and overcome barriers to accessing Benton SWCD programs.

- Grow Benton SWCD's brand, network, and visibility, as well as highlight our unique niche in Benton County's conservation community.
- Ensure media content/messaging is inclusive and engaging for diverse audiences and reflects EDIJ and strategic goals of the organization.
- Design, manage, and update content to creatively tell our story and announce "calls-to-action" using compelling metrics, visual resources, and customer testimonials.
- Effectively manage social media platforms to engage the community (Facebook, Instagram, Twitter, Website Blog, YouTube Channel, etc.); use analytics and tools to measure and increase participation.
- Manage and update website in a timely manner; oversee contracts with Web Design professionals; collaborate with staff on creating web content for programs.
- Develop informational publications, promotional materials, and photo library to support organizational and programmatic needs (print and/or digital as appropriate); create and distribute Annual Reports, newsletters, e-news, post cards, event/tour invitations, and flyers/brochures.
- Evaluate communications efforts to ensure desired impact and alignment with strategic goals.

**2. Conservation Education and Outreach: (approx. 30%)**

- Identify needs and opportunities for education and outreach that align with our strategic goals, enhance staff efforts, and utilize key partnerships, volunteers, and interns.
- With key partners, design, plan, deliver, support, and evaluate conservation education and outreach events throughout Benton County (examples include Linn-Benton Salmon Watch and Bi-lingual STEAM Night at Lincoln School).
- Manage Community Conservation Grant Awards Program; develop criteria to evaluate submissions, solicit grant proposals, make awards, and review/distribute grantee reports.
- Provide E&O, communications, and logistical support for Benton SWCD's Native Plant Sale (winter/spring) and Native Bulb and Seed Sale (fall).

**3. Volunteers/Internships (approx. 10%)**

- Develop a Volunteer Handbook; recruit, train, and oversee volunteers; coordinate annual volunteer celebration.
- Develop communications materials for Benton SWCD Internship Program and assist with recruitment.

**4. Program Support (approx. 8%)**

- Create and manage Contracts, Agreements, and MOUs.
- Develop and submit grant proposals to external funders. Manage grants; oversee and track timelines, deliverables, expenditures, and budgets; submit grant reports to funders.
- Procure and maintain tools, equipment, and supplies.
- Assist with communications, advertising, and other support tasks for Benton SWCD programs.

**5. Organizational Support & Representation (approx. 5%)**

- Participate in weekly staff meetings, monthly board meetings, and other events as designated; provide monthly staff reports and submit monthly electronic time sheets.
- Participate in financial documentation process.
- Support organizational planning processes as needed, including Annual Budget, Annual Work Plan, Strategic and/or Long-Range Plans.
- Represent Benton SWCD at community events.
- Perform other duties as assigned.

## 6. Professional Development (approx. 2%)

- Pursue professional development opportunities to stay current on innovative/effective communications and marketing strategies, natural resource issues, and maintain proficiency in EDIJ-informed community engagement techniques.

### Work Relationships

- Maintain collaborative work relationships with staff and Board.
- Develop and maintain cooperative relationships with local, state, and federal agencies, Tribes, non-profits, volunteers, land managers, and community members.

### Scope of Supervision

This position does not have supervisory responsibilities for full time staff.

### Working Conditions and Physical Demands

- This position occasionally requires work out-of-doors. Must be able to move through fields, hills, wetlands, and creeks, carry equipment/supplies, and set up tables and displays at events.
- Must be able to move items weighing up to 25 pounds.
- Travel to conferences, workshops, day/evening/weekend meetings and events required.
- Telework from a home office is possible for a portion of the work week with supervisor approval and compliance with the District's Telework Policy.
- Office work includes working at a desk, using a computer, or standing at a table. Dexterity and hand-eye coordination is required.

### Essential Knowledge, Skills, and Abilities

- Excellent verbal and written communication skills; uses diplomacy and tact to build rapport.
- Exceptional organizational skills: ability to orchestrate activities to accomplish established goals.
- Experience in collaborative educational program development and implementation.
- Ability to administer internal small grant program; grant writing/grant management experience.
- Excellent strategic ability to articulate a vision, foster creative ideas in others, and find solutions.
- Excellent customer service skills.
- Ability to coordinate large tours and events.
- Experience with volunteer recruitment and management.
- Excellent social skills including networking, teamwork, listening, and cultural awareness.
- Ability to speak and understand English, make presentations, maintain professionalism during difficult exchanges, and negotiate and influence others.
- Ability to understand/communicate in Spanish is highly desirable but not required.

### Minimum Qualifications

- Five or more years of combined education and experience in Communications or Marketing.
- Two or more years of experience in education and outreach in an environmental science or natural resources field.
- Any combination of education and experience that prepares the applicant to perform the duties and responsibilities of the position.
- Computer proficiency in Microsoft Office, WordPress, Adobe Creative Suite, MailChimp, social media platforms, and online scheduling applications.
- Must have a current Oregon Driver's License, vehicle insurance, and access to a personal vehicle to use for work purposes.