



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 Bilingual 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 CreativeSuite, 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.