



Okanogan Conservation District

1251 S. Second Ave, Room 102

Okanogan, WA 98840

Position Description

Communications and Outreach Specialist

Introduction

The Communications and Outreach Specialist tells the story of how Okanogan Conservation District works with land managers to care for natural resources on private lands. The position works collaboratively with coworkers to develop and deliver targeted marketing campaigns that result in community members implementing on-the ground conservation actions in Okanogan County. The Communications and Outreach Specialist proactively engages with community members and partners to identify local priorities for programs and services that address important agricultural and natural resource needs and land manager goals. This position is responsible for a variety of communication and marketing content, including District social media, website, press releases, and publications, as well as outreach activities including tabling at community events, delivering presentations, and performing other informational services for the public. The Communications and Outreach Specialist will work collaboratively with other staff to develop grant proposals and assist with grant management by tracking project budgets and deliverables and contributing content to meet grant reporting requirements.

Core Functions

Designs and delivers targeted marketing campaigns to connect land managers to District programs and services and increase the number of land managers implementing conservation actions: facilitates planning meetings with staff content experts, conducts audience research activities, provides recommendations on most appropriate methods and techniques of designing and producing materials targeted toward a specific audience, and determines the need for specific communications/outreach materials in collaboration with other staff, particularly the Conservation Director and Conservation Planners.

Essential Duties & Responsibilities

1. Researches, designs, updates, and distributes communications/outreach materials such as newsletter, brochures, fact sheets, pamphlets, and displays; performs original writing and/or editing assignments in the development and preparation of communication materials.
2. Edits copy for a wide variety of work submitted for distribution; reviews copy for correctness, clarity, and form of presentation; confers with staff regarding discrepancies or errors; rewrites material, as necessary.
3. Ensures conformity to standards of style and quality in all District communications/outreach materials.
4. Arranges for and/or performs electronic publication and distribution of communication materials.
5. Maintains content on organization's web site and social media, oversees editorial calendar, maintains posting requests, reviews, and posts content, provides training and guidance to

- staff on posting standards; designs and develops organization website enhancements; follows accessibility and other standards and business customer requirements to develop and prepare web graphics, logos, photos and other digital images.
6. Coordinates and/or implements outreach opportunities such as tabling at community events and presentations for community groups; creates displays and/or presentations for these opportunities; coordinates staffing of all day or multi-day tabling events.
 7. Coordinates and/or implements workshops, conferences, seminars, and/or public meetings in coordination with other staff.
 8. Participate in development of grant proposals by defining communication/outreach deliverables, identifying budget needs, and writing content for proposals.
 9. Participate in grant management by maintaining expense records, writing narrative reports, and tracking communication/outreach budgets over time.
 10. May respond to time critical work orders such as media releases.
 11. Perform other duties as assigned by supervisor.

Required Knowledge & Skills

1. Two years of experience related to the Core Functions of the position. Relevant graduate education may be accepted in place of experience.
2. Bachelor's degree in environmental education/communications, English, communications, journalism, humanities, public relations, or a closely related field.
3. Knowledge of and experience with social or targeted marketing (the use of marketing practices to encourage behavior change).
4. Excellent writing and editing skills.
5. Able to effectively communicate verbally and in writing with a diversity of audiences including private landowners, agricultural producers, agency and organization partners, co-workers, and the public.
6. Able to work positively and successfully with individuals one-on-one and in group settings.
7. Knowledge of Wix web editor.
8. Experience with desktop publishing and graphic design software such as Publisher, Adobe Acrobat, Adobe Illustrator, and Adobe Photo Shop.
9. Experience managing content for multiple social media platforms, particularly Facebook, Instagram, and YouTube.
10. Computer literacy (word processing, spreadsheets, and database management) at an intermediate level or higher.
11. Ability to organize and plan own schedule of multiple projects and activities related to work goals set by the Finance and Administration Director.
12. Self-motivated, able to work independently and in groups, work efficiently and honestly.
13. Ability to maintain accurate records regarding time-keeping and authorized expenses.
14. Ability to travel, sometimes overnight, for events and meetings.
15. Must have, or be able to obtain, and maintain a valid Washington State Driver's License

Preferred Knowledge & Skills

1. Experience collaborating with conservation professionals to communicate public information effectively.
2. Knowledge of a broad range of soil and water conservation principles and practices.

3. Bilingual English/Spanish
4. Experience with grant writing and administration.
5. Photography and/or videography skills
6. Experience using ArcGIS StoryMaps

Supervision

This position is supervised by the Executive Director. This position may supervise other employees as assigned by the Executive Director.

Compensation

This position's annual salary range is (Range 46) starting at \$43,392 per year and increasing depending upon skills and experience. This position is eligible for vacation leave, sick leave, medical benefits, paid holidays, and Washington State DRS retirement benefits. Terms of compensation and benefits are set by the position appointment letter and may be amended at any time by the Board of Supervisors.