

Position Title: Outreach Coordinator

Reports to: Associate Director

Status: 1 FTE, exempt

POSITION SUMMARY

The Outreach Coordinator is passionate about the values of conservation, and oversees community outreach events, digital communications, and the Volunteer Naturalist program. This position is responsible for Greenbelt Land Trust's (GLT) social media; website; bi-monthly eNews; pre-press and article writing for the bi-annual print newsletter; and outreach, events and other collateral. This position works closely with the development team to ensure effective coordination of community, member, and special events in alignment with Greenbelt's fundraising goals. This position requires a flexible schedule with some evening and weekend work. To be successful in this role you should be highly organizational, have an appreciation and adeptness for multitasking, strong interpersonal and communication skills, a commitment to creativity and taking initiative, and sustained enthusiasm for working with the public.

All positions at Greenbelt Land Trust are active in the organization's commitment to equity, diversity, and inclusion (EDI), and will participate in efforts to integrate the values of EDI into Greenbelt's daily operations and program governance.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Outreach and Events (40%)

- Plan and execute the organization's schedule of events for the year, including:
 - Establishing event goals and mechanisms to track success
 - Coordinating with tour guides, venues, vendors, and recreation services providers to create and execute events that meet GLT's goals
 - Managing event budgets and ensure expenses track to budget
 - Representing GLT at events as needed
 - Oversee online event marketing (registration pages, ticket sales) and event integration with GLT website
- Primary staff liaison to environmental education programs with community partners

Communications and Digital Marketing (40%)

- Implement GLT's brand and style guides, including:
 - Overseeing GLT's social media accounts, including establishing social media goals and mechanisms to track success
 - Lead administrator of GLT's Wordpress website, including content refreshers, design updates, and back-end administration
 - Content creation and design for bimonthly eNewsletter
 - Coordinate design process for digital and print collateral
 - Organizational design collateral (web, newsletter, invitations, etc.)
- Develop marketing messages, content and collateral for GLT tours and events

Volunteer Management (15%)

- Manage annual Volunteer Naturalist training, scheduling, and recognition
- Recruit, supervise, train, and support event volunteers
- Data entry for volunteers and event participants into donor database system
- Assist in the coordination of stewardship volunteer workdays

Development (5%)

- Serve as a member of the development team, assist in fundraising campaigns, and attend development meetings as needed.
- Collaborate with Membership Manager on event-to-donor conversion strategies and regular reporting towards goals

QUALIFICATIONS

1. A genuine passion for land conservation and an interest in land trusts
2. Exceptional interpersonal skills with the ability and personality to work collaboratively, accept responsibility, and motivate colleagues and donors
3. A natural lean toward getting to know people and communicating with them
4. A demonstrated commitment to promoting and enhancing diversity, equity, and inclusion
5. An eye for creative design (including emerging trends), an interest in staying abreast of current digital trends, and experience managing digital design for diverse audiences
6. Proficient at managing social media, including goal-setting and tracking success
7. Experience planning and successfully executing events
8. Proficient in website content management and an interest in current website trends
9. Demonstrated ability working independently and collaboratively as part of a team
10. Practical problem-solving and organizational skills with attention to detail and recordkeeping
11. Ability to work occasional evenings and weekends. Weekend events vary seasonally, in the height of Spring/Summer anticipate working 2 weekend days/month
12. Ability to walk a minimum of one mile over rough terrain

PREFERRED

1. Proficient using Adobe Creative Suite to build design collateral
2. Proficient managing Wordpress websites
3. Proficient in Spanish

COMPENSATION

Starting salary is \$46-49,000 DOE. GLT provides a group health plan, retirement, and vacation and sick leave. This is a full-time exempt position, based in Corvallis, Oregon. Greenbelt Land Trust is an equal opportunity employer.

TO APPLY

With 'Outreach Coordinator' in the email subject line, email a cover letter and resume (single pdf preferred), contact information for three (3) references, and a 250 word statement on why equity is an important value in your personal and professional life.

jobs@greenbeltlandtrust.org (Applications are only accepted electronically)

Deadline: January 5th (5pm), 2020. Position will remain open until filled.