

Job Description - Colonial Soil & Water Conservation District (CSWCD)

Classification: Outreach Specialist I **Functional Title: Outreach Specialist I**

General Statement of Responsibilities:

Responsible for developing and implementing outreach and marketing initiatives to increase public awareness of district programming and natural resource conservation throughout the five-locality service area. This position will be responsible for maintaining the district's online platforms, including the website and social media pages. The Outreach Specialist will also work with other staff to assist with outreach needs for technical programs. This position is exempt from the overtime provisions of the Fair Labor Standards Act.

Essential Functions:

Job responsibilities may include any or all of the following, depending on the incumbent's functional assignment. This is not meant to be an exhaustive list of job functions, but a representative sample of the type and level of work that is expected in this position.

Outreach & Marketing Responsibilities:

- Responsible for developing and implementing the district's digital and print communications and outreach strategy
- Responsible for developing content for and maintaining the district website
- Responsible for developing marketing materials for district programs with assistance provided by associated technical staff
- Responsible for developing and maintaining a database of district contacts
- Responsible for developing and distributing a monthly electronic newsletter showcasing district accomplishments
- Responsible for developing and distributing the district's annual report with assistance provided by district staff
- Responsible for writing and distributing press releases and periodic reports showcasing district accomplishments
- Responsible for assisting with and developing materials for annual presentations by Board of Directors members to jurisdictional Boards of Supervisors and City Councils
- Will serve as primary staff liaison to the district's Outreach and Education Committee
- Organize and participate in community events which may include, but are not limited to tables at farmer's markets, program tours, Earth Day activities, District events, etc.

Secondary Tasks and Assignments

- Monitor website trends and analytics, and advise district staff and directors on appropriate improvements
- Participate in community events which may include, but are not limited to farmer's markets, Earth Day activities, etc.
- Seek ways to promote the work of the district through existing and novel approaches
- Increase the use of video communications
- Develop and maintain effective working relations with district partners including citizens, private industry, local, state, and federal government agencies, elected officials, and non-governmental organizations.

Additional Responsibilities:

- Tracks and provides progress reporting for completion of annual goals and annual reports

- Periodically attends job-related training workshops, seminars and other opportunities for continuing education.
- Other duties as assigned by the District Manager and/or the Board of Directors.

Entry Knowledge, Skills, and Abilities:

- Working knowledge of website development and maintenance (currently using Wix)
- Experience creating web site and social media content
- Considerable experience writing press releases and working knowledge of written communication outlets
- Working knowledge of multimedia production, including video creation and editing software
- Some knowledge of natural resource conservation
- Considerable experience engaging with diverse audiences such as adults, youth, families, people of different cultural and educational backgrounds
- Practical work experience in the field of public relations, marketing, and or communications
- Ability to utilize standard computer software – word processing, spreadsheets, email, database programs and working knowledge of Microsoft Office Suite
- Ability to communicate effectively both orally and through writing
- Ability to work independently and schedule time in an efficient manner
- Ability to maintain effective working relationships with others in a team environment, willingness to collaborate and work well in a team environment
- Ability to interpret technical standards and program policies and guidelines
- Ability to occasionally work extended, evening and/or weekend hours, and occasionally travel out of town for training and meetings, sometimes overnight

Required Education and Experience:

Any combination of education and experience equivalent to a bachelor's degree in Communications, Marketing, or a related degree, and considerable related experience which will provide the required knowledge, skills, and abilities.

Special Requirements:

Applicant must have a valid Virginia driver's license with an acceptable driving record and must be willing to provide their own transportation on the job if district vehicles are not available. A federal background check (National criminal, sex offender record check) will be required. Drug testing will be required.

Physical Demands:

Tasks involve infrequent walking over difficult terrain, lifting and carrying moderate weight (25 lbs.), and exposure to adverse weather conditions. Responsibilities require regular contact with students, teachers, farmers, contractors, public officials, District Board members and the general public, while using judgment and tact to resolve complex issues.