

Title: Recruitment and Outreach Coordinator

Date: May 4, 2017

Reports to: Director of Operations

Salary: Group 3: (\$32,000-\$36,000)

Location: Beckley WV

Status: Full time, Exempt

Benefits: Full

Summary

The Stewards Individual Placement program is seeking a Recruitment and Outreach Coordinator. Stewards Individual Placement Program is a National Conservation service and capacity building program. We partner with AmeriCorps and AmeriCorps VISTA to connect service minded individuals to conservation related internships and VISTA placements. In 2016 Stewards successfully fielded 600 individual placements in 40 states. The Recruitment and Outreach Coordinator is responsible for developing and overseeing a successful implementation of a holistic member recruitment strategy. Additionally the position is responsible for conducting marketing and social media outreach and program performance reporting to host partners. The successful candidate will report to the Director of Operations. This position interfaces significantly with other Stewards and Conservation Legacy staff on all program aspects. This position will be based in Beckley WV.

Recruitment

- Develop and oversee the implementation of a new and improved recruitment strategy.
 - Create structure and activities
 - Create materials
 - Create timelines
 - Train Staff
- Develop database for process evaluation
 - Track how members find and apply
 - Determine what attracts members
 - Determine demographics and outreach strategy for member profiles we are seeking to apply including ethnically diverse populations
- Develop recruitment analysis tools to determine:
 - How members find Stewards
 - What attracts members to Stewards
 - Where to find members
- Develop alumni engagement tools and strategy

Marketing

- Develop and oversee the implementation of new and improved marketing strategy
 - Create structure and templates

- Create materials as requested by staff
- Identify and manage media outlets
- Conduct marketing campaigns for specific events and activities included but not limited to days of service, community outreach etc.
- Develop database for marketing outreach
 - Manage member, partner and marketing contacts lists and outreach

Reporting:

- Develop and oversee the implementation of improved reporting structure
 - Create structure and templates
 - Train staff
- Proofread reports prior to submission to general public
- Oversee the reporting process for all partners, in support of Director of Operations and Program Directors.
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General:

- Serves as point of contact for report management including, but not limited to partner/program reports, quarterly and annual reports.
 - In an effort to better understand report requirements, Marketing and Outreach Coordinator will read partner agreements to develop programmatic reports as it pertains to the partner/program/project.
- Serve as copy editor for grants, reports, flyers and any document that is processed for the public.
- Assist with webinar training development
- Assist with grant writing as needed.

General Office

- Performs variety of clerical duties as required

Physical Requirements:

To successfully perform essential functions, the Marketing and Outreach Coordinator is required to sit, stand, walk, speak and hear. The Marketing and Outreach Coordinator may be required to climb, balance, stoop, kneel, crouch or crawl on an infrequent basis. He/she must be able to operate office equipment, telephone, and computer and reach with hands and arms. The ability to drive a Conservation Legacy vehicle is also required. Travel may be required. Reasonable accommodations may be made for qualified individuals with disabilities to perform the essential functions.

Qualifications:

- Minimum of 3 years of marketing and public relations experience desired.
- Previous experience with a Corps or youth serving organization, VISTA, AmeriCorps or other national service program highly preferred.
- Experience in storytelling and content marketing.

- Creative background with experience in Adobe Creative Suite-especially InDesign and Photoshop.
- Proficient in all Microsoft Office Suite applications and ability to manage information in an organizational database.
- Highly organized with a high attention to detail, thrives on thoroughness and completeness and has a sense of humor.
- Flexibility, adaptability and capacity to work in a fluid, changing work environment.
- The ability to communicate effectively with all staff in the organization and to understand administrative needs as they arise.
- Bachelor's Degree in marketing or public relations or related field.
- Insurable driving record and acceptable background check.
- Positive, entrepreneurial attitude and attentiveness to detail are both a definite plus.

How to apply: Qualified candidates should send a cover letter, resume with three references and portfolio to April Elkins, Director of Operations by emailing: april@conservationlegacy.org. This position will remain open until filled; however preference will be given to applications received by June 2, 2017.