

# Staff Position Description

**Title:** Recruitment and Enrollment Specialist – Conservation Corps New Mexico

**Starting Salary Range:** Grade B, range \$18.27 to \$20.67 per hour

**Location:** Las Cruces, NM. Not remote eligible

**Status:** Full-Time, Non-Exempt

**Benefit Eligible:** Health, Vision, Dental, Long-Term Disability, Retirement, Paid Time Off *per Personnel Policies*

**Reports to:** Program Director

**Important Requirement:** Full vaccination against COVID-19 by the first day of employment and ability to provide proof of vaccination before starting.

## Organizational Summary:

Conservation Legacy is a nationwide non-profit. The Corps programs within the organization engage participants in diverse conservation and community projects that serve public and private lands. These projects provide opportunities for personal and professional development and strive toward a high priority of needs for public land managers and community partners. Through the mission of engaging future leaders who protect, restore and enhance our nation's lands through community-based service; Conservation Legacy works toward a world with healthy lands, air and water; thriving people and resilient communities.

Conservation Corps New Mexico (CCNM) is based in Las Cruces, NM and operates conservation service programs across New Mexico that empower individuals to positively impact their lives, their communities, and the environment. CCNM aims to continue the legacy of the Civilian Conservation Corps of the 1930s. CCNM is focused on connecting youth, young adults, and recent era military veterans with conservation service work projects on public lands.

## Position Summary:

The Recruitment and Enrollment Specialist will assist CCNM in reaching its recruitment goals by directly aiding in recruitment visits, networking, and creating additional outreach contacts and venues, tracking various recruitment platform's efficacy, developing, and distributing print media, managing, and enhancing CCNM social media platforms and developing a more strategic comprehensive recruitment strategy. Also, responsible for providing technical assistance and data quality support, grant compliance, and administrations assistance to the Conservation Legacy Western Region Staff.

The position will also assist CCNM leadership and development functions by creating more compelling reports, better marketing materials and a related communications strategy. The position will work closely with Conservation Legacy central communications staff and Director of Diversity & Recruitment, advancing the overall combined communications strategy of the organization and will work within established communications guidelines.

## Outcomes & Functions of Position:

### Recruitment Strategy

- Develop and provide clear, concise, and audience-appropriated presentations about CCNM for the public to recruit, inform, and inspire.

- Enhance CCNM recruitment and outreach strategies to increase the applicant pool for general conservation crews and crew leaders.
- Develop additional recruitment and outreach strategies for targeted and diverse populations such as protected veterans, affinity crews, and youth programs.
- Maintain and update position announcements to reflect current recruitment needs and opportunities.
- Implement and refine enhanced social media recruitment presence.
- Track efficacy of current CCNM recruitment platforms, make recommendations for improvements based on data collected.
- Receive and review applications, conduct initial screening interviews, check references, and refer applicants to appropriate location/program.
- Work with Leadership to develop CCNM Master Recruitment Plan and ensure implementation across offices through program staff capacity.
- Report to leadership on findings and provide data that help determine program offering based on needs assessment and recruitment viability.

### **Enrollment**

- Manage internal and external databases related to AmeriCorps member terms of service.
- Continuously increase knowledge of National Service and AmeriCorps compliance by reviewing policy communication and attending trainings and conferences.
- Ensure timely enrollment, tracking, and exiting of AmeriCorps participants and Crew Leaders.
- Collaborate with other Conservation Legacy programs to foster cross-program efficiencies.
- Conduct regular checks to ensure data collected is complete and accurate.
- Work closely with staff to compile quarterly and semiannual progress reports.
- Assist with other administrative duties as assigned.

### **Outreach, Communications, Marketing**

- Develop language based on desired outcomes from prospective candidates to develop greater affinity and relevance for corps programming.
- Enhance CCNM visibility in its service area and across the country.
- Promote CCNM as well as Conservation Legacy mission, programs, and achievements.
- Respond to general inquiries from CCNM websites and the public in a timely manner.
- Maintain alumni database inquiries from CCNM engagement activities, update employment opportunities from partners on the Alumni pages.
- Provide members with information and community resources and jobs.
- Work with CCNM Corps, Crew, and IP Directors and Conservation Legacy Communications staff to create compelling partner outreach materials, program overview brochures, performance, and grants reports, etc.
- Refine and target CCNM media strategy and presence.
- Develop press releases and stories in area newspapers, publications, and other media.
- Monitor social media and other outreach to ensure cohesive and appropriate organizational message and presence.

### **Other Duties**

- Successfully engage and support an inclusive work environment, particularly for

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M. Norris

- underrepresented populations within the organization and the communities CCNM serves.
- Participates in organizational-wide teams, projects, and initiatives that support the work of the Strategic Plan goals.
- Establish and maintain effective working relationships with co-workers, other agencies, and the public.
- Work a flexible schedule, including some nights and weekends.
- Assist with Leadership, crew member trainings, and orientations as requested and needed.
- Help create and implement AmeriCorps days of service and other volunteer service days as well as other esprit de corps events.
- Assist members with field notes and submission of crew and project photos, maintain and audit the photo filing systems in Dropbox

### **Organizational Advocacy**

- Successfully engages, leads, and supports an inclusive work environment for those of underrepresented populations within the organization and the communities we serve.
- Leads and/or participates in organizational-wide teams, projects and initiatives that support the work of the Strategic Plans goals.
- Reports any potential complaints within the organization as identified in the Personnel Policy Manual.
- Assists or leads other responsibilities, as assigned.

**Other “Hats” You May Wear:** Customer Service, Relationship Development, Marketing, Administrative, Supervision or Mentorship to Others, Facilitator, Trainer, Facilities, Human Resources, Supervisor

### **Physical Requirements:**

*Conservation Legacy is committed to the full inclusion of all qualified individuals and will ensure that persons with disabilities are provided reasonable accommodations to perform essential job functions. Some positions may require periodic overnight travel, non-traditional work hours, ability to move across varied terrain, use program-specific tools and a range of technology on an infrequent or frequent basis. Exerting up to 25 pounds of force occasionally to lift, carry, push, pull, or otherwise move objects. Ability to safely drive an organizational vehicle may also be required for some positions. If you need assistance and/or a reasonable accommodation due to a disability during application or recruiting process, please send a request to the hiring manager.*

### **Qualifications:**

- Previous experience with recruitment, outreach and/or communication functions.
- Previous experience in youth development, conservation, national service, or corps field.
- Ability to successfully work in a fluid, changing work environment.
- Ability to operate Microsoft Office programs and applications, or similar platforms.
- Ability to keep others and oneself, in remote locations, accountable to expectations.
- Valid Driver’s License and Insurable Driving Record per Personnel Policies.
- Must be able to pass the organization’s criminal history check requirements.
- Full vaccination against COVID-19 by the first day of employment and ability to provide proof of vaccination before starting.
- Exhibits the ability to effectively collaborate with diverse teams or with a variety of populations, including those underrepresented at our organization and those of BIPOC communities.
- Ability to carry out assigned work independently or with minimal supervision.

**Other Competencies Desired for this Position's Success:**

- Manage Complexity, Resourceful, Effectively Communicate, Cultivate Innovation, Drive and/or Influence Results, Plans & Aligns.
- Experience with Conservation Legacy programs, members or administrative systems.
- Previous experience monitoring social media analytics and search engine optimization.
- Previous experience with digital content strategy.
- Excellent written and verbal communication skills.
- Previous photography and/or videography experience.

**To Apply:**

1. Send Cover letter and resume to Michelle Norris at [mnorris@conservationlegacy.org](mailto:mnorris@conservationlegacy.org)
2. Cover Letter Must Include:

Subject line includes "Applicant\_(Your Name)".

Cover Letter must include a response to the following: *Provide some examples of your experience effectively working with diverse communities, including those specific to Black, Indigenous, People of Color, and other underrepresented populations, in personal or professional context.*

*Conservation Legacy is an equal opportunity employer. We are committed to hiring a breadth of diverse professionals and encourage members of diverse groups to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, political affiliation, protected veteran status, disability status, sexual orientation, gender identity or expression, marital status, genetic information, or any other characteristic protected by law. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements.*