

Staff Position Description

Title: Communications Representative I

Starting Salary Range: Starting at \$17.10 to \$20.67 hourly

Location: Proximity to Conservation Legacy program office preferred; remote eligible

Status: Full-Time, Non-Exempt

Benefit Eligible: Health, Vision, Dental, Long-Term Disability, Retirement, Paid Time Off *or Not per Personnel Policies*

Reports to: Program Communications Manager

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.

Position Summary:

The Communications Representative will manage social media channels and website content for Conservation Legacy programs, collaborating to support both Eastern and Western programs. Duties include content generation, regular social media and website postings and monitoring of channels. This position requires knowledge of social media and website content management which includes but are not limited to technical understanding of websites and other social media for optimum use; familiarity with posting strategies; ability to generate creative and engaging content; ability to analyze data and make informed decisions and recommendations based on that analysis and the ability to track campaigns. This position also assists with communications and marketing functions as assigned. We are looking for a person who is excited about conservation, social and digital media and wants to work on a motivated team to advance our marketing and communications efforts.

Outcomes & Functions of Position:

Social Media:

- Lead the creation and implementation of the Conservation Legacy social media editorial calendar.
- Create regular content to be distributed across multiple channels for Conservation Legacy and its programs.
- Manage social media ad campaigns for Conservation Legacy and programs.
- Increase effectiveness of social media engagement and track developments to make the most of emerging technologies and networks.
- Respond to inquiries, questions and feedback through social media channels.
- Strategize and collaborate with communications team to determine objectives, audience and messaging.

- Provide support for events, national service initiatives and recruitment.
- Manage Conservation Legacy Canva account, assisting program staff content creation.
- Create trainings for program staff who are using social media and Canva.

Program Websites:

- Function as the main point of contact for program websites.
- Coordinate with programs to keep content up-to-date on websites.
- Maintain accessibility and ADA compliance for all websites and digital media.
- Maintain the press and media posting on Conservation Legacy and program websites.
- Create website trainings for program staff who are admins for their websites.

Additional Functions:

- Communications field visits to crews and interns in the field to gather stories and photos for reports and social media as appropriate/needed.
- Contribute to the Field Guide Blog by writing stories and contributing photos on a regular basis.
- Represent Conservation Legacy at events as appropriate.

Other Duties

- Successfully engage, lead and support an inclusive work environment for those of underrepresented populations within the organization and the communities we serve.
- Participates in organizational-wide teams, projects and initiatives that support the work of the Strategic Plans goals.
- Is committed to DEI initiatives and their intersection with communications and marketing.

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:

- 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.

Desired Qualifications:

- Experience with social media platforms and website content management.
- Ability to write engaging content for digital distribution.
- Ability to think strategically and take initiative to implement and complete projects both independently and with others.
- Previous experience with a conservation, youth or other national service or non-profit organization.
- Knowledge of design principles and Adobe Suite software—including Illustrator, InDesign, Photoshop and Premier Pro.
- Previous experience with social media ad campaigns, or willingness to learn.
- Previous experience with photography and design.

To Apply:

1. Send Cover letter and resume to Name at jenna@conservationlegacy.org
2. Cover Letter Must Include:

Subject line includes "Applicant_(Your Name)".

Cover Letter must include a response to the following prompt: *Provide examples of your experience effectively working with diverse communities, including those specific to Black, Indigenous, People of Color, and other underrepresented populations. Please include a portfolio of prior social media, graphics design and/or professional writing samples.*

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.