

# Staff Position Description

**Title:** Communications Representative II

**Starting Salary Range:** Grade B \$38,000-\$39,661

**Location:** Stewards Individual Placement Eastern program  
Fully/Partially/Remote Eligible within the Eastern region

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

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

**Reports to:** Stewards Eastern Corps 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.

## **Position Summary:**

The Communications Representative will serve as the voice for Stewards Individual Placements, a program of Conservation Legacy, that places individuals across the nation in projects that build capacity, improve access to natural resources, develop and support innovative solutions, develop opportunities for service and economic development, and empower leaders. The successful candidate will lead external program communications, coordinating internal story collection, and working with organization-wide Communications staff.

## **Essential Responsibilities and Functions:**

### **Program Communications-**

Engaging with Conservation Legacy's Communication Team, our candidate will develop a communication calendar that will engage with members and partner. The work will require building Stewards' brand recognition that aligns with Conservation Legacy's strategic plan. The Communications Representative will work with internal staff to develop stories and content on our social media platforms. Additionally, the position will work to ensure that all information shared is 508 compliant.

### **Marketing and Outreach**

The Communications Representative will build and implement a strategy to reach new audiences through social media. The staff member will design flyers, graphics, and other marketing material that represents our work and the communities in which we serve.

### **Data Management**

The Communications Representative will review and report analytics that is gathered from social media platforms and make recommendations to increase traffic on these platforms. In addition to analytics, the successful candidate will assist in report writing to funders and partners by reviewing quarterly data and capturing the success from the field and sharing it in a timely and attractive manner.

### **Alumni Outreach**

The Communications Representative will explore and make recommendations for the implementation of an alumni outreach and engagement strategies.

### **Organizational Advocacy**

The Communications Representative will successfully engage, lead and support an inclusive work environment for those of underrepresented populations within the organization and the communities we serve. They will participate in organizational-wide teams, projects and initiatives that support the work of the Strategic Plans goals.

**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.
- Education in marketing or communications for a specialized position or five years of related experience in a marketing related field/position.
- Demonstrated communications experience across multiple mediums including web content, social media, promotional materials, and reporting.
- Experience with graphic design software, or a working knowledge of design principles. Familiarity with Microsoft Office programs and applications, Hootsuite, Adobe Creative Suite, social media platforms and web content management systems.
- Have a basic knowledge of corps-based youth programming preferred, but not required.
- Experience with influencing diverse groups of employees to achieve common goals.
- The ability to carry out assigned work independently or with minimal supervision.
- Ability to work well with others and to seek assistance when needed to carry out assignments.
- Professional social media experience (Facebook, Instagram, others)
- Ability to distill large amounts of information into actionable and compelling narratives

Must be able to pass the organization’s criminal history check requirements

**Other Competencies Desired for this Position’s Success:** Manage Complexity, Resourceful, Effectively Communicate, Cultivate Innovation, Drive and/or Influence Results, Plans & Aligns.

**To Apply:**

1. Send Cover letter and resume to April Elkins Badtke at [april@conservationlegacy.org](mailto:april@conservationlegacy.org)
2. Include a portfolio of work-including, but not limited to writing samples, flyers, social media campaigns.
3. 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.*

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