

Staff Position Description



MISSION: FOSTERING CONSERVATION SERVICE IN SUPPORT OF COMMUNITIES AND ECOSYSTEMS

VISION: A LEGACY OF HEALTHY LANDS, AIR AND WATER; THRIVING PEOPLE AND RESILIENT COMMUNITIES

Title: Recruitment Outreach and Communication Manager

Date: 9/11/2021

Reports to: Corps Director

Starting Salary: Grade B, 17.10-20.67/hr. negotiable, DOE

Location: Tucson or Flagstaff, AZ

Status: Full-Time, non-exempt, hourly

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

Program Summary:

Arizona Conservation Corps (AZCC) operates conservation service programs across Arizona that engage future leaders to protect, restore and enhance our nation's lands through community-based service. AZCC has operational bases in Tucson and Flagstaff, AZ. AZCC is a program of Conservation Legacy, a national organization dedicated to supporting locally based conservation service programs. Conservation Legacy supports programs that connect a diverse group of youth, young adults and recent era military veterans with important conservation and community projects on public lands for the public benefit. AZCC aims to continue the legacy of the Civilian Conservation Corps of the 1930s.

Position Summary:

The Recruitment Outreach and Communication Manager will assist AZCC in reaching its recruitment goals by directly aiding in recruitment visits, developing relationships with community organizations and schools, tracking various recruitment platform's efficacy, developing and distributing print media, managing and enhancing AZCC's social media platforms, and developing a more strategic and comprehensive recruitment 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.

Essential Responsibilities and Functions:

Recruitment Strategy

- Develop relationships with community organizations and schools to increase and diversify member recruitment.
- Identify and attend community events and meetings to increase and diversify the local member applicant pool.
- Develop and provide clear, concise and audience-appropriate presentations about AZCC for the public to recruit, inform, and inspire.
- Enhance AZCC 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.
- Maintain and update position announcements to reflect current recruitment needs and opportunities.

- Implement and refine enhanced social media recruitment presence.
- Track efficacy of current AZCC recruitment platforms, make recommendations for improvements based on data collected.
- Conduct initial screening interviews and refer applicants to appropriate location/program.
- Work with Leadership to develop AZCC's 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.

Community Outreach and Marketing

- Enhance AZCC visibility in its service area and across the country.
- Supervise and mentor 2 AmeriCorps VISTA members.
- Promote AZCC as well as Conservation Legacy mission, programs and achievements.
- Respond to general inquiries from AZCC website and the public in a timely manner.
- Maintain alumni database and develop alumni engagement activities; update employment opportunities from partners on the Alumni webpages.
- Provide members with information about community resources and jobs

General Communication Assistance

- Work with AZCC Management Team and Conservation Legacy Communications staff to create compelling partner outreach materials, program overview brochures, performance and grant reports, etc.
- Refine and target AZCC 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 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 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, Corpsmember trainings, and orientations as requested and needed

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.

Minimum Qualifications:

- Excellent networking and relationship building skills.
- Exhibits the ability to effectively work on diverse teams or with a variety of populations, including those underrepresented at AZCC.
- Previous experience with recruitment, outreach and/or networking.
- Communicates clearly with AZCC staff and supervisors
- Ability to work well with others and to seek assistance when needed to carry out assignments.
- Proficiency with office equipment and software including Microsoft Office Suite programs and applications, or similar platforms, and data-based management.
- Experience with influencing diverse groups of employees to achieve common goals.
- Flexibility, adaptability and capacity to work in a fluid, changing work environment.
- The ability to carry out assigned work independently or with minimal supervision.
- The ability to communicate effectively, manage complexity, cultivate innovation, drive and influence results of oneself and others.
- Valid driver's license and insurable driving record.
- Must be able to pass the organization's criminal history check requirements.

Preferred Qualifications:

- Previous experience in youth development, conservation, national service or corps field.
- Previous experience monitoring social media analytics and search engine optimization.
- Previous experience with digital content strategy.
- Excellent written and verbal communication skills.

To Apply: Send Cover letter and resume to Allison Laramie at: allison@conservationlegacy.org Subject line in this email must include "Applicant".

Cover Letter must include a response to the following question: ***Provide some examples of your experience working effectively with diverse communities, including those specific to the Black, Indigenous and People of Color community & 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, protected veteran status, disability status, sexual orientation, gender identity or expression, marital status, genetic information, or any other characteristic protected by law.