Columbia Land Conservancy

Communications & Outreach Associate

Position Status: Full time, non-exempt
Schedule: Tuesday – Saturday, 35 hours per week
Reports to: Director of Marketing and Communications
Expected Starting Salary: $45,000

About the Columbia Land Conservancy

The Columbia Land Conservancy brings people together to conserve, appreciate, and enjoy land. For nearly 40 years, CLC has collaborated with individuals, communities, and partners to ensure Columbia County is a beautiful, livable, resilient place.

The Columbia Land Conservancy is open to people of all ideas and backgrounds. We value diverse viewpoints and experiences. We strive to build a healthy workplace, provide equitable access to and meaningful connections with the land, and strengthen our community. Our values that guide decision-making include incorporating many voices and perspectives, learning from the past while preparing for the future, and that everyone deserves access to land.

Position Summary

The Communications & Outreach Associate works to further CLC’s mission as it relates to engaging our community through print, digital, and in-person outreach.

Duties and Responsibilities

- **Community Outreach (30%)**
  - Implement CLC marketing strategy by identifying, scheduling, and representing CLC at community events and at Public Conservation Areas.
  - Support conservation programs staff by promoting volunteer opportunities, educational programs, and conservation actions. Collate and share information about land management best practices and share with priority audiences.
  - Manage CLC events calendar and promote events digitally and in person.
  - Lead on CLC community events including annual Trails Day and Pancake Breakfast celebrations.

- **Social media (25%)**
  - Manage CLC’s social media channels, including content creation, social listening, and interacting with followers.

- **Content collection and storytelling (20%)**
  - Collect photo and video assets.
  - Interview community members, stakeholders, and volunteers to tell the story of CLC’s impact.

- **Marketing (15%)**
  - Basic website modifications and editing.
  - Coordinate content for emails to stakeholders, donors, and volunteers.
- **Program administration and other (10%)**
  - Catalog media coverage.
  - Maintain email and events databases.
  - Collect and analyze data on program successes.
  - Help to create a culture where story sharing and content collection is celebrated and encouraged among all staff members.
  - Other duties as assigned.

**Qualifications**

Qualifications required to excel in this position can come from professional and lived experiences. Below we describe what we believe to be important qualifications for a candidate while remaining open to diverse backgrounds that can lead to these skill sets. Position descriptions are often presented in a way that leaves qualified candidates, particularly women, people of working-class backgrounds, people of color, and LGBTQIA applicants, feeling unwelcome, intimidated, uncomfortable, and/or unqualified to apply. Recognizing that, we strongly encourage anyone who feels passionate about this work and believes they have what it takes to thrive in this role to apply.

**Essential Qualifications:**

- Genuine excitement to meet and interact with people. If the thought of sitting at a table at a Farmer’s Market answering questions about hiking trails fills you with glee – this is the job for you! If interacting with people tends to drain your energy, you may not be a good fit for this role.
- Minimum high school diploma or GED.
- Ability and willingness to implement office COVID precautions required.
- Must be comfortable working in the office and in the field.
- Ability to maintain composure and a positive attitude in the face of sometimes-disgruntled members of the public.
- Weekday and weekend availability.
- Knowledge of basic best practices of communications and outreach, including website maintenance, social media (Instagram, Facebook, LinkedIn), and graphic design.
- Excitement to pursue CLC’s mission.

**Preferred Qualifications:**

- Practiced skills in social media management and content creation, particularly video.
- Interest in wildlife, water quality, habitats, conservation, and land management.

**Physical Demands & Work Environment**

Positions require mobility to work in office and outdoor settings and use office equipment including a computer, camera, and/or smartphone, strength to lift and carry materials weighing up to 35 pounds, vision to review design materials and view a computer screen, and hearing and speech to communicate in person and over the telephone. Work is approximately 25% outdoors. Outdoor conditions may involve hikes on CLC trails which occasionally consist of steep terrain.