

Position Announcement

Community Engagement Specialist

POSITION OBJECTIVE:

The Community Engagement Specialist (CES) will work to promote the Washtenaw County Conservation District (WCCD), generate engagement for all WCCD Programs, coordinate two large annual District events, lead annual report creation, facilitate the natural resources assessment survey every five years, and recruit and engage volunteers. The CES will create templates, guidelines, and processes for staff to ensure consistency in branding and outreach and identify goals and subsequent measurements for tracking impact. Content may include written materials, brochures/flyers, postcards, printed/emailed newsletters, social media, radio, television, newsletters, reports, press releases, etc. The CES will provide additional support to grant funded staff when funds and capacity exist.

RELATIONSHIPS

Reports to: Executive Director
Supervises: N/A currently
Works with: All WCCD staff
External Stakeholders: Washtenaw County Water Resources Commissioner's Office, Washtenaw County Public Works, Project Red, Huron River Watershed Council, Pollinator Partnership, etc.

ESSENTIAL FUNCTIONS:

An employee in this position may be called upon to do any or all the following essential functions. These examples do not include all the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. Outreach & Promotion (45%)

- Planning
 - Collaborate with staff to create a comprehensive outreach plan and schedule incorporating all programs and events.
 - Communicate outreach plan details to relevant staff. Work with specific staff on finalizing outreach plans as needed.
 - Manage Outreach Budget, currently a sub-class of the General Budget, including estimating costs, drafting a budget, staying within budget, and timely submittal of credit card receipts.
- Annual Events
 - Lead on Annual Meeting event planning and execution. Recruit volunteers and train staff on roles.

- Lead on Native Plant Expo & Marketplace event planning, development, and execution. Recruit volunteers and train staff on roles.
- Support the CTAP Technician with the planning and implementation of Field Day.
- General
 - Attend, or coordinate volunteers/staff to attend, strategic partner events and career fairs to promote the WCCD.
 - Coordinate staff to update office outreach & education displays with program and event information, and technical sheets.
 - Assist with WCCD programs and events as feasible.
 - Execute the planning, development, and distribution of the annual report with assistance from the Executive Director.
 - Every five years, lead the development and execution of the natural resource assessment survey, including revising and revamping of questions, methodology, and distribution pathways for gathering data.
 - Advise on public relations and respond to media inquiries.
- Grant Outreach
 - As dictated by grant funding, or as time allows, assist grant sponsored staff with the development and dissemination of outreach materials. Share content created by grant partners on WCCD platforms.

2. Content Maintenance and Creation (25%)

- Create templates that staff can use to quickly design postcards, flyers, factsheets, etc. using coherent branding guidelines for submission to CES. Review, edit, and disseminate outreach materials as needed for all sales/events/programs to meet attendee goals and other deliverables.
- For specified projects where budget permits, solicit quotes and coordinate with graphic designer and printing contractor.
- Manage public content schedules and source content from staff and partners (monthly e-newsletter, social media, targeted e-mails, postcards, website, etc.). Oversee cross-program promotion/marketing schedules and revise processes as needed.
- Update website content to maintain accurate information about programs, upcoming events, and office closures.

3. Volunteer Coordination (15%)

1. Develop and expand recruitment methods to attract volunteers to events.

2. Expand opportunities for volunteer assistance.
3. Coordinate volunteer schedules and roles for three main sales events.
4. Develop post-event surveys for volunteers and adjust based on feedback.

4. Partnerships (5%)

- Represent WCCD on the Project Red Steering Committee and MACD Education Committee.
- Organize and maintain countywide natural resource outreach group with Legacy Land Conservancy, City of Ann Arbor Greenbelt Program, and Washtenaw County Water Resources.
- Staff liaison with “Friends of WCCD” group, once established.

5. Training (5%)

- Create Employee Development Plan (EDP) and seek approval from Supervisor to attend trainings.
- Attend quarterly staff retreats, and other required trainings.
- Learn and integrate software for project management and time management tracking (Toggl/Asana).

6. General WCCD (5%)

- Assist with general WCCD events as needed.
- Attend WCCD staff meetings, including in-person and virtual.
- Submit monthly board report, attend board meetings as requested.
- Assist with WCCD annual and long-term planning as requested.
- Meet with Supervisor for quarterly check-in and as needed.
- Complete annual performance review with Supervisor.

REQUIRED QUALIFICATIONS & ABILITIES:

The requirements listed below are representative of the knowledge, skills, abilities, and minimum qualifications necessary to perform the essential functions of the position. These requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

1. Experience equivalent to or possession of a bachelor’s degree in marketing, social marketing, communications, journalism, public administration, planning, community development, or a related field.
 - a. 3+ years of experience in marketing and brand development and management.
 - b. 3+ years of experience with meeting and event facilitation and public speaking.
 - c. 3+ years of experience managing accounts and growing community engagement on social media platforms.

2. Excellent communication skills - both written and verbal - addressing a variety of audiences. Demonstrated ability to produce clear, concise and high quality written, printed and virtual materials, and presentations. Attention to detail is critical.
3. Demonstrated ability to set priorities, coordinate multiple projects, meet deadlines, and perform a variety of professional-level program and project management work without close supervision.
4. Excellent computer skills. Computer workstation will be provided, including a standard PC, on a shared network with Windows-based software.
5. Must maintain a valid driver's license.
6. Willingness to travel regularly for local partner events, meetings, and farm site visits within the county and occasionally regionally.
7. Must be able to pass a security background check.

PREFERRED QUALIFICATIONS & ABILITIES:

1. Knowledge of conservation, natural resources, and local environmental concerns.
2. Strong social and interpersonal skills. Comfort and familiarity with group facilitation techniques, including consensus building and conflict resolution.
3. Comfortable working collaboratively as well as independently, giving direction, and setting realistic goals and expectations.
4. Self-motivated and goal-oriented in developing communications pathways, identifying and engaging stakeholders, and selecting metrics to measure improvement.
5. Comfortable with in-office, hybrid, and remote working environments.
6. Experience with project and time management software (e.g. ASANA/Toggl).
7. Experience working cooperatively with coworkers and partner organizations.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. These requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

1. While performing the duties of this job, the employee is regularly required to talk, hear, stand, walk; use hands; reach with arms; lift and/or move items of light to heavy weights (up to 40 pounds), including group or solo event/presentation setup and clean-up. The employee is occasionally required to stoop, kneel, crouch, or crawl.
2. Occasional fieldwork may be required, with potential exposure to heat, cold, inclement weather, stinging and biting insects, rash inducing plants, uneven terrain, moving mechanical parts and/or machinery, and loud noises.



3. Ability to work in-person at the office to assist with answering calls and walk-ins from the public as well as capacity to work remotely (strong internet connection, quiet workspace, self-discipline, etc.).

SALARY, BENEFITS, WORK HOURS, LOCATION

Anticipated start date is 2/10/2025 or 2/24/2025. The WCCD office is located at the Washtenaw County Service Building at 705 N. Zeeb Rd, #201, Ann Arbor 48103. Work time will generally be split between the main WCCD office, remote (home) office, and field/event work. Typical work hours are Monday-Friday, 8:00am - 4:30pm. Some evening and weekend work will be required.

This is a full time, FLSA exempt, partially grant-funded salary position between \$50,000-\$62,000, commensurate with experience and qualifications. As a full-time, exempt employee, the CES is entitled to the WCCD's benefits package, which includes full medical insurance (includes dental, vision, other ancillary benefits) or ability to waive this benefit and take as a taxable cash payment, 13 paid vacation days, 13 paid sick days, 13 paid federal holidays, and 2.5 hours of flextime per week. Other benefits as described in the Employee Handbook.

ABOUT THE WCCD

The WCCD is a local government agency and has played a significant role in assisting residents and landowners with access to trees, plants, and conservation tools in Washtenaw County since 1948. Our mission is to assist residents with the conservation, management, and wise use of natural resources in Washtenaw County. Since 1951 the WCCD has distributed over 7.1 million trees, shrubs, and native plants for various conservation purposes.

TO APPLY

Please submit a cover letter, resume, and the contact information for two professional references by email to summer@washtenawcd.org by 8 a.m. on February 3rd, 2025. (However, interviews will begin as early as January 20th on a rolling basis, so early submissions are encouraged.) Please combine all application materials into one PDF file for review and state "CES Application" in the email subject line. Contact Summer Roberts at the above email address with any questions related to the position. To obtain further information about the WCCD visit our website at www.washtenawcd.org.

The Washtenaw County Conservation District does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, military service, disability or other non-merit factor.

