



**Title:** Recruitment Outreach and Communication Manager - Southwest Conservation Corps (SCC),

**Date:** April 2019

**Reports to:** SCC Associate Director

**Starting Salary Group:** 4, \$17.00-19.00/hr, negotiable, DOE.

**Benefit Eligible:** Full *per Personnel Policies*

**Status:** Full time, Exempt, Temporary (possible extension to permanent, regular position)

**Location:** Durango, CO

**Closing date:** position open until filled; Hiring process will begin late May 2019. Position is funded through 2019 with intentions to evolve to a permanent position thereafter.

### **Summary:**

The Recruitment Outreach and Communication Manager will assist SCC in reaching its recruitment goals by directly aiding in recruitment visits, networking and creating additional outreach contacts and venues, tracking SCC's various recruitment platforms efficacy, developing and distributing print media, managing and enhancing SCC's social media platforms, and developing a more strategic and comprehensive recruitment strategy. The position will also assist SCC leadership and development function by creating more compelling reports, better marketing materials and a related communications 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.

SCC is a program of Conservation Legacy. Conservation Legacy is a national organization dedicated to supporting locally based conservation service programs. We operate and support programs that provide service and work opportunities for a diverse group of individuals to complete important conservation and community projects for the public benefit.

### **Essential Accountabilities and Functions:**

#### **Community Outreach and Marketing**

- Develop and provide clear, concise and audience-appropriate presentations about SCC for the public to recruit, inform, and inspire.
- Network and develop new contacts and forums for SCC recruitment.
- Develop additional veterans specific recruitment contacts and outreach to recent era military veterans populations.
- Increase SCC's recruitment and outreach among targeted and diverse populations who would benefit from SCC's programming.
- Refine and implement enhanced social media recruitment presence.
- Monitor social media and other outreach to ensure cohesive and appropriate organizational message and presence.

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- Respond to general inquiries from SCC's website and the general public in a timely manner.
- Increase the size of applicant pools for SCC's Veteran Fire Corps program, SCC fall adult crews and crew leaders.
- Develop and send SCC newsletter (though not an immediate priority).

### **Recruitment Strategy**

- Track SCC's current recruitment platforms efficacy, suggest and track improvements.
- Develop SCC Master Recruitment plan and ensure implementation across SCC offices through program staff capacity.
- Report out to leadership on findings and provide data that help determine program offering based on needs assessment and recruitment viability.
- Develop language based on desired outcomes from prospective candidates to develop greater affinity and relevance for corps programming.
- Enhance SCC visibility in its service area and across the country.
- Promote SCC as well as Conservation Legacy mission, programs and achievements.

### **General Communication Assistance**

- Work with SCC Management Team and Conservation Legacy Communications staff to create compelling partner outreach materials including program overview brochures, performance and grant reports, etc.
- Refine and target SCC's social media strategy and presence.
- Develop more local press releases and stories in area newspapers and publications.

### **Physical Requirements:**

Periodic overnight travel and non-traditional work hours, inclusive of weekend and evening hours. To successfully perform essential functions the Recruitment Outreach and Communication Manager is required to sit, stand, walk, speak and hear. The Recruitment Outreach and Communication Manager may be required to climb, balance, stoop, kneel, crouch or crawl on an infrequent basis. He/she must be able to operate office equipment, telephone, and computer and reach with hands and arms. The Recruitment Outreach and Communication Manager may be required to lift up to 50 pounds unassisted. The ability to drive an organizational vehicle is also required. Reasonable accommodations may be made for qualified individuals with disabilities to perform the essential functions.

**Required Qualifications:**

- Minimum of 1 year of experience in program recruitment and/or administration.
- Ability to maintain a variety of social media platforms.
- Proficient with social media and website content management systems.
- Ability to write engaging content for digital & print distribution.
- Ability to communicate effectively.
- Dedication to Diversity, Equity and Inclusion principles in communication.
- Ability to adhere to and uphold Conservation Legacy communications standards.
- Flexibility, adaptability and capacity to work in a fluid, changing work environment.
- Ability to effectively work on diverse teams or with a diverse demographic.
- Valid Colorado Driver's license, insurable driving record and ability to pass Conservation Legacy's criminal history checks.

**Preferred Qualifications:**

- Previous experience with a conservation, youth or other national service organization.
- Previous experience monitoring social media analytics and search engine optimization.
- Previous experience with digital content strategy.
- Previous photography and/or videography experience.

**To Apply:** Send Cover letter, resume and portfolio to Kevin Heiner, SCC Associate Director at [kevin@conservationlegacy.org](mailto:kevin@conservationlegacy.org)

Portfolio should include relevant writing samples, examples of social media projects/campaigns and any other pertinent materials.

Position is open until filled, review of application materials will begin May 22, 2019.

[Southwest Conservation Corps](#) is a program of Conservation Legacy