

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 Communications Specialist – Southwest Conservation Corps

Date: 5/16/2022

Reports to: SCC Corps Director

Starting Salary: Grade B (\$18.27-20.67 per hour, DOE)

Location: *Eligible for full time remote within southern Colorado or Colorado Front Range communities, or northern New Mexico. Some travel to and work from SCC offices required.*

Status: *Full-Time, Non-Exempt*

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

Program Summary:

The Southwest Conservation Corps (SCC) is a program of the non-profit service organization, Conservation Legacy, that is built on the legacy of the Civilian Conservation Corps (CCC) that operated from 1933 – 1942. SCC provides youth and young adults opportunities to complete conservation projects on public lands. While serving with SCC, members receive training on job skills, conflict resolution, leadership, teamwork, and environmental stewardship. Programs are developed using a step ladder approach to provide a progression of skill development based on a member's needs. Members receive a weekly living allowance, training, and an AmeriCorps Education Award (for qualifying individuals).

Position Summary:

The Recruitment Outreach and Communication Specialist 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, building recruitment pathways, 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, the Director of Diversity & Recruitment, and the Western Region Talent Development Specialist, advancing the overall combined communications strategy of the organization and will work within established communications guidelines.

Essential Accountabilities and Functions

(percentage estimates vary by season and year):

Community Outreach and Marketing (~40%)

- Develop and provide clear, concise and audience-appropriate presentations about SCC for the public to recruit, inform, and inspire.
- Develop virtual versions of outreach materials and presentation.

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- Network and develop new contacts and forums for SCC recruitment.
- Develop additional veteran 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 including Black, Indigenous, Queer, Trans and Women of Color (QTBIPOC) and young adults with systems-involvement.
- Refine and target SCC's social media strategy and presence.
- Monitor social media and other outreach to ensure cohesive and appropriate organizational message and presence.
- Respond to general inquiries from SCC's website and the general public in a timely manner.
- Work with project partners and staff to create press releases and public notices of crew presence.
- Visit or meet with crews and IPs to capture photos, their experiences, and other compelling recruitment materials.
- Create and manage the process for members to submit photos to be shared with context
- Increase the size of applicant pools for SCC's Programs, especially Veteran Fire Corps program, SCC fall adult crews, crew leaders, and others as needs are identified.
- Create, update, and utilize a list of alumni to share opportunities and track post term updates.
- Engage and manage Facebook Lead campaign prospects when campaigns are active and support candidates in applying for appropriate position(s).

Recruitment Strategy (~35%)

- 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 and expand SCC's outreach contacts to connect and build trust with more diverse and underrepresented populations.
- Work to build or expand existing relationships and partnerships to develop recruitment pathways
- Enhance SCC visibility in its service area and across the country.
- Promote SCC as well as Conservation Legacy mission, programs and achievements.
- Work with the Conservation Legacy Recruitment Rendezvous group to improve and grow recruitment across all of CL, including a joint recruitment approach when appropriate
- Work directly with the Director of Diversity and Recruitment and the Talent Development Specialist to enhance SCC's recruitment processes.
- Work with the Veteran Program Manager to help share our opportunities that would align with the SkillBridge Program.
- Track quarterly demographics of starts, note any trends to be shared with SCC Leadership

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- Team and staff as appropriate.
- Track yearly trends on Quits/Terminations, compared with the same data from all CL, note any trends to be shared with SCC Leadership Team and staff as appropriate.
- Track yearly applicant data, using 2019 at a baseline, note any trends to be shared with SCC Leadership Team and staff as appropriate.
- Manage the Recruitment budget for each region

General Communication Assistance (~25%)

- Work with SCC and Conservation Legacy Communications staff to create compelling partner outreach materials including program overview brochures, performance and grant reports, etc.
- Develop local press releases and stories in area newspapers and publications.
- Purchase SWAG items with SCC logo as requested/needed
- Organize the logo-ing of staff apparel as needed
- Work with the communications team during Giving Tuesday and Colorado Gives Day

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 Specialist is required to sit, stand, walk, speak and hear. The Recruitment Outreach and Communication Specialist 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 Specialist 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 2 years 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.
- Exhibits the ability to effectively work on diverse teams or with a variety of populations, including those underrepresented at our organization and those of BIPOC communities.
- Valid Colorado Driver's license, insurable driving record and ability to pass Conservation Legacy's criminal history checks.

Preferred Qualifications:

May 2022

K. Heiner

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

To Apply:

1. Send Cover letter and resume to kevin@conservationlegacy.org

2. 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.*

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

Position is open until filled, however, **preference will be given to applications received by June 24, 2022.**

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

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.

CONSERVATION LEGACY

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