

Title: Communications and Alumni Coordinator
Date: February 2018
Reports to: Communications Manager
Salary: \$32,000 to \$36,000
Location: Flexible; preferably Tucson, AZ or Durango, CO
Status: Year-round, full-time, exempt
Benefit Eligible: Full benefits as per Conservation Legacy policies
Start Date: April 2018



Summary:

The Communications and Alumni Coordinator will be responsible for gathering and collecting stories, photos, videos and other media necessary to highlight the impact of Conservation Legacy programs for local, regional and national audiences, implementing an alumni engagement plan inclusive of all Conservation Legacy program alumni and populating content for Conservation Legacy social media channels. This position will include a significant amount of travel and field based work.

Essential Responsibilities and Functions:

Media

- Collect and take photos and video of crews, individual placements, projects and special events
- Develop media contact list in local and national media outlets
- Assist with media relations support and public information for key service days, events and other initiatives
- Identify best practices and strategies for continued presence in key media outlets
- Archive field media for easy access and use by Conservation Legacy administrative and program staff
- Collect and write stories for media and key stakeholder distribution

Social Media

- Assist with the development and management of Conservation Legacy social media campaigns
- Regularly update and maintain social media channels with fresh content to improve engagement and outreach, aligning with Conservation Legacy and program key messaging and policy
- Respond to inquiries, questions and feedback through social media channels

Alumni Engagement

- Conceive, plan, implement and assess programs, events, communications, activities, processes and procedures related to alumni engagement in collaboration with the Communications Manager and program staff
- Support program staff with alumni engagement
- Assist in the management and updates for the Your Membership alumni website and working groups pertaining to alumni relations
- Track, analyze and report on alumni engagement metrics
- Develop and maintain relationships with key alumni to be accessed for marketing and outreach opportunities, as needed
- Collect and write up alumni stories and impact for distribution

Physical Requirements:

Periodic overnight travel and non-traditional work hours, inclusive of weekend and evening hours. To successfully perform essential functions the Communications and Alumni Coordinator is required to sit, stand, walk, speak and hear. The Communications and Alumni Coordinator 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 Communications and Alumni Coordinator 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.

Qualifications:

- Previous experience with a Conservation Corps

- Exceptional ability to write and communicate clearly and effectively
- Experience with digital photography, videography and/or journalism; proficient with digital SLR camera and video equipment
- Familiar with Social Media channels and best practices
- Experience with alumni engagement and strategic planning
- Keen eye for composition and quality; ability to identify and/or create compelling content
- Experience with special events, press releases, interviewing, copywriting and reporting
- The ability to travel, live and work in the field
- Valid driver's license and an insurable driving record
- Must be able to pass a criminal history background check
- Ability to perform duties in accordance with Conservation Legacy communications policies and requirements

To apply: send cover letter, portfolio (please include writing sample) and resume to:

Jenna Rosengren
Communications Manager
jenna@conservationlegacy.org