



## JOB DESCRIPTION: Community Outreach & Engagement Communications Assistant

---

### **Position Overview:**

EMSWCD is a local government with a mission of helping people care for land and water within all of Multnomah County, east of the Willamette River. We inspire people to act through our education, outreach, technical assistance, grants, and cost-share programs in both urban and rural areas.

The Community Outreach & Engagement Communications Assistant will help to support the organization's communications, digital marketing (social, email and web properties), public relations, events, and outreach campaigns. The ideal candidate is detail-oriented, has excellent writing and editing skills, thrives in a team-oriented environment, and is passionate about our mission.

Work ranges from routine administrative tasks to actively engaging with the public and partner organizations. This position works regularly with public and nonprofit partners whose missions are focused on natural resource conservation, agriculture, and environmental justice. The position requires compelling writing and visual storytelling, the use of content management systems, record-keeping and documentation, computer proficiency, and excellent time management and organization.

**Classification:** Non-exempt (hourly, eligible for overtime), Permanent, Part-Time.

**Wage Range:** \$20.48/hour - \$24.58/hour; benefits

**Reports To:** Community Outreach and Engagement Supervisor

### **Primary Responsibilities:**

#### Communications and Digital Marketing

- Write and edit content for the district to be used across our various communications platforms and outreach activities.

- Contribute to EMSWCD's social media presence, including planning the editorial content calendar, creating, and uploading social media posts, and engaging with followers and partners.
- Collect stories from program participants to build a library of marketing-ready content.
- Use social media and web engagement metrics/data analytics to measure and improve performance.
- Coordinate editing projects and serve as a copyeditor.
- Make minor updates to the emswcd.org website.
- Support outreach to key media contacts including identifying and monitoring target media outlets and contacts.
- Track and report media coverage.

### Outreach

- Promote district program activities through a variety of outreach methods including email marketing, social media, online event calendars, list-serves, community newsletters, tabling, etc.
- Identify additional outreach avenues and develop methods for promoting program activities to new audiences.
- Develop and distribute promotional materials to partners, community groups, and social media outlets.
- Inventory and maintain program materials and supplies.

### Data & Reporting

- Utilize Salesforce Customer Relationship Management software (CRM) for record-keeping and documentation of outreach activities and to maintain and update contact and email lists.
- Support surveying of audiences and perform related follow-up activities.

### Event Assistance

- Assist with coordination and marketing of special and annual events.
- Support event promotions and manage communications with registrants.
- Support set up and day-of event activities hosted by EMSWCD or District partners.
- Represent EMSWCD at community events and meetings.

**Other Responsibilities:**

- Actively participate in team and organization-wide staff meetings.
- Positively represent EMSWCD to constituents, clients, public officials, community groups, and other business partners.
- Attend business-related functions as requested by the supervisor.
- Comply with EMSWCD policy, and state, federal and local requirements.
- Use discretion in all work activities and ensure that confidential information is managed appropriately.
- Maintain a commitment to the principles of diversity, equity, and inclusion.
- Contribute to EMSWCD's justice, equity, diversity, and inclusion efforts.
- Commit to continuous improvement. Help develop recommendations on how EMSWCD communications can better reach and serve our diverse communities.

**Required Knowledge, Skills, & Abilities:**

- Strong written and verbal communication skills with the ability to convey technical concepts in an easy-to-understand manner.
- Experience using communications and marketing (i.e., email, online advertising, social media) to reach key objectives
- Proficient in Microsoft Word, Office, Outlook, and PowerPoint.
- Proficient in Adobe Acrobat Pro, Canva (or similar). Experience with InDesign desired.
- Experience working with content management tools such as WordPress and Hootsuite.
- Experience with (or ability to learn) Salesforce and MailChimp.
- Background and/or interest in outdoor education, conservation, agriculture, or natural resources.
- Organized and detail-oriented with excellent time management skills.
- Experience working collaboratively in a team environment.
- Ability to handle changing program needs and meet multiple overlapping deadlines.
- Demonstrated ability to communicate and work effectively with people of diverse social, cultural, generational, economic, racial and gender identities.
- Willingness to learn new communication tools, skills, software, etc.
- Ability to work independently, be proactive and self-directed.
- Proficiency in a second language (Spanish, Russian, Ukrainian, Vietnamese, or Chinese) desired.

**Minimum Qualifications:**

- Minimum of two years of work experience in public relations, marketing, communications, community outreach, or a similar field.
- Associate degree in communications, marketing, public affairs, or related field - OR an equivalent combination of applicable work experience is required.

**Working Conditions/Physical Requirements:**

The Community Outreach & Engagement Communications Assistant may be required to travel, participate in conferences, give presentations internally and externally, and must be available to work evenings and/or weekends as needed to meet project deadlines, attend events, and complete position responsibilities. Use of EMSWCD vehicles for work purposes may be available. A valid driver's license and driving record that meets EMSWCD insurance standards is required.

The work occasionally involves bending, and stretching and may require lifting and/or moving 25 or more pounds or loading/unloading heavy, cumbersome objects.

Work in an outdoor environment is required at times. The employee may be subject to inclement weather as part of conducting required activities.

EMSWCD enjoys a hybrid work environment, and this position is eligible to work at home when not scheduled to be in the EMSWCD office, based in North Portland. EMSWCD work locations are smoke-free and drug-free environments. Work is often performed in an indoor office environment with long periods at a desk. Inter-team contact and pressure to meet deadlines are common for this position.

The individual who holds the position must be able to perform all tasks and responsibilities unaided, or with the assistance of reasonable accommodation. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.