



JOB DESCRIPTION: Urban Lands Education & Outreach Coordinator

Position Overview: The Urban Lands Education & Outreach Coordinator will support the Urban Lands program by coordinating our conservation education offerings, assisting with special projects and events, engaging the community through email marketing, social media, surveys, and representing EMSWCD at community events and meetings. Work ranges from recurring administrative tasks to very social interactions with the public and partner organizations. This position requires skills in record-keeping and documentation, computer proficiency, strong written and verbal communication, and excellent organization.

Experience with and commitment to diversity, equity, and inclusion, and an ability to embrace differing perspectives from one's own, are important for this position. The successful candidate will have skills to listen and adjust their own professional methods based on a growing understanding of diversity, equity, and inclusion best practices.

Classification: This position is at the Coordinator classification - level 21. It is Full-time/Non-Exempt (paid hourly/is eligible for overtime).

Reports To: Urban Lands Supervisor

Primary Responsibilities:

Education

Manage the planning, promotion, and administration of EMSWCD's Urban Lands Adult Conservation Education program. Duties include and are not limited to:

- Identify, establish, and maintain partnerships with potential workshop partners and participants.
- Schedule and publish workshops to website and webinar platforms.
- Manage registration and webinar platforms, track registrations, wait lists, attendance.
- Serve as main contact for participant and partner inquiries.
- Provide technical assistance for online webinars using virtual platforms, moderating as needed.
- Coordinate speakers to deliver educational presentations in response to requests from community groups.

- Coordinate with partners to co-create and offer culturally specific workshops that engage Black, Indigenous, and People of Color (BIPOC) and other communities that have been traditionally marginalized and under-resourced.

Outreach

- Promote Urban Lands program activities through various outreach methods including event tabling, speaking engagements, email marketing, social media, online event calendars, list-serves, community newsletters, etc.
- Create targeted educational and outreach communications for high-priority areas and audiences.
- Identify additional outreach avenues and develop methods for promoting program activities to new audiences (extensive experience with social media and educational/instructional videos is highly desired).
- Develop and distribute promotional materials to workshop hosts, partners, community groups, and social media outlets.
- Inventory and maintain program materials and supplies.
- Share information and successes through storytelling and other mechanisms.

Data & Reporting

- Utilize Customer Relationship Management (CRM) System (*Salesforce*) and other tracking systems to ensure accurate record-keeping and documentation.
- Maintain CRM to track events and participant registration and attendance records.
- Inventory, maintain, and update contact and email lists.
- Develop/maintain system for tracking outreach efforts.
- Send surveys as needed and perform related follow-up activities.

Event Assistance

- Assist with planning, coordination and implementation of special projects and annual events.
- Recruit and coordinate volunteers for annual events.

Other Responsibilities:

- Active participation in team and organization-wide staff meetings.
- Represent EMSWCD in a positive and professional manner to constituents, clients, public officials, community groups, and other partners.
- Attending work related functions as requested by supervisor.
- Actively participate in Diversity & Equity learning opportunities, trainings, and related tasks; Apply equity and accessibility lens to all work plan tasks.
- Contribute to equity-related efforts and demonstrate a commitment to the principles of diversity, equity and inclusion.

- Comply with EMSWCD policy, as well as state, federal, and local requirements.
- Use discretion in all work activities, ensuring that confidential information is managed appropriately.
- Other duties as assigned.

Required Knowledge, Skills, & Abilities (KSA's):

- Background and interest in education, conservation, natural resources, and/or outreach communications.
- Working knowledge of Google Suite and Microsoft Office - especially Word, Excel, Teams, Access, Outlook, and PowerPoint.
- Well organized and detail oriented with excellent time management skills.
- Experience working collaboratively in a team environment.
- Experience with and interest in volunteer recruitment and coordination.
- Ability to be flexible and nimble in the face of changing program needs and prioritize tasks to meet multiple overlapping deadlines.
- Demonstrated ability to communicate and work effectively with people of diverse social, cultural, generational, economic, racial and gender identities.
- Willingness and curiosity to learn new methods, tools, skills, software, etc.
- Strong written & verbal communication skills with the ability to convey technical concepts in an easy-to-understand manner.
- Ability to work independently, be proactive and self-directed.
- Experience with (or ability to learn) WordPress, MailChimp, Survey Monkey.
- Experience with (or ability to learn) virtual learning platforms (Zoom, GoToWebinar, etc.).
- Experience with (or ability to learn) Customer Relationship Management (CRM) systems, (Salesforce, etc.).

Highly Desired KSA's:

- Multi-lingual (English +; Spanish, Vietnamese, or Chinese) highly desired.
- Video/videography skills and experience (especially in relation to social media and educational, instructional and promotional videos)

Minimum Qualifications:

- Minimum of two years' work experience in community outreach & engagement, conservation, or related field.
- An associate degree in communications, natural resources, environmental studies, public affairs or a related field is required, **OR** an equivalent combination of applicable work experience.

Working Environment, Conditions & Physical Requirements:

The Education and Outreach Coordinator 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 company vehicles for work purposes may be available. A valid driver's license and driving record which meets EMSWCD insurance standards is required.

Work is often performed in an indoor office environment with long periods at a desk. The office environment is oriented to public service and is subject to work interruptions. Inter-team contact and pressure to meet deadlines are common for this position.

The employee must be able to move about the facility to communicate with staff members. The work occasionally involves bending, lifting, stretching and may require lifting and/or moving 25 or more pounds or loading/unloading heavy, cumbersome objects. EMSWCD work locations are smoke-free and drug-free environments.

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 requested or scheduled to be in the EMSWCD office, based in North Portland.

The individual who holds or desires the position must be able to perform all tasks and responsibilities in this job description 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.

Organization Overview

The East Multnomah Soil and Water Conservation District (EMSWCD) is a non-regulatory unit of local government that serves Multnomah County east of the Willamette River centerline. The mission of EMSWCD is to help people care for land and water. The vision is that our lands and waters are healthy and sustain farms, forests, wildlife, and communities.

EMSWCD works with District residents, community organizations, and government agencies to provide education, grant funding, technical assistance, and other resources that support conservation practices and stewardship within our district. EMSWCD is funded by a property tax base and is organized into four programmatic areas: Rural Lands Program, Urban Lands Program, Community Outreach and Engagement Program, and Finance and Operations.

EMSWCD recognizes that communities and workplaces are strengthened by diversity and that more inclusive conservation efforts are necessary to ensure lasting and equitable

outcomes. We acknowledge the historical and ongoing disparities that BIPOC and other marginalized communities disproportionately experience in income, education and health in our communities. We also understand that these disparities can impact who has access to healthy land and water. For these reasons, our staff and board are committed to making meaningful changes in the work we do so that all communities can benefit from our programs.

East Multnomah Soil and Water Conservation District (EMSWCD) prohibits discrimination in all of its programs and activities based on race, color, gender identity national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual and romantic orientation, genetic information, political beliefs, reprisals, or because all or part of an individual's income is derived from any public assistance program. EMSWCD is an equal opportunity provider and employer. Persons with disabilities who require alternative means for communication or program information should contact the EMSWCD Office at 503-222-7645 or jobs@emswcd.org. Veterans are encouraged to apply for positions at EMSWCD.