

Job title	<i>Outreach Coordinator</i>	FTE/status	30-40 hrs/wk, non-exempt
Reports to	<i>Development Manager</i>	Salary Range	\$24.56-27.08/hr

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.

Job purpose

The Outreach Coordinator will be tasked with coordinating WRI's outreach efforts to communicate the impact of our work to the community. Outreach efforts will increase community knowledge of WRI, increase community engagement in WRI programs, coordinate with the Development Team to help recognize existing donors, and bring in new supporters. The Outreach Coordinator will also recruit and coordinate volunteers.

Duties and responsibilities

This position will produce and distribute all communications and marketing materials regarding programs, events, fundraising, and volunteer opportunities at WRI. They will continue the evolution of WRI's communications plan that involves digital, print, and in-person contacts to promote WRI's programs and community impact. The Outreach Coordinator will be responsible for several tactics in [WRI's Strategic Plan](#), particularly in the "Increase Our Reach" and "Build Community" pillars.

This position has three primary duties: Communications, Administration, and Volunteer Coordination. Within these duties fall a variety of specific responsibilities.

Communications

- **Digital Communications**
 - Drive digital engagement and audience development via WRI's social media channels ([Facebook](#) and [Instagram](#)).
 - Coordinate and implement overall social media strategy, editorial outreach calendar, and content.
 - Manage WRI presence on additional online marketing channels.
 - Produce and manage photos and videos for outreach purposes.
 - Create, manage, and deliver bi-weekly E-Newsletters to upwards of 5,000 constituents.

- **Print Communications**
 - Maintain, create, and distribute promotional print material, including brochures, event flyers, mailed postcards, and Field Notes Newsletters.
 - Maintain and manage a positive relationship with contract printers to order, print, and mail printed materials.
- **Public Relations**
 - Drive strategic public communications to increase brand awareness of WRI.
 - Develop and maintain good relationships with local media.
 - Create and distribute press releases to local media.
 - Manage all paid online advertising through media partners and social media.

Administrative

- **Events**
 - Contribute to face-to-face community outreach efforts through tabling, volunteer, donor, and friend raising events.
 - Assist the team in implementing stewardship events and some Community Programs including the Trashion Show, Bird Fest Community Fair, Volunteer Appreciation, and Sunset & S'mores.
 - Attend and work at WRI events and Community Programs as needed.
 - Note: you can expect around a dozen after hours or weekend needs per year.
- **Rentals**
 - Coordinate and manage wedding and event rental contracts of WRI property with partners.
 - Manage all internal event rental inquiries, scheduling, and communication.
 - Coordinate with Facilities Manager on organization and set-up for all rentals.
- **Other Administrative Tasks**
 - Keep phones and phone messages up to date.
 - Maintain, develop, and update WRI's website.
 - Ordering office supplies as needed.

Volunteer Coordination

- Develop and implement volunteer engagement and recruitment strategies
- Coordinate volunteer recognition and gratitude activities, including the management of WRI's annual Volunteer Appreciation dinner.
- Develop and manage volunteer policies and procedures
- Ensure volunteer engagement and satisfaction.

Qualifications

Studies have shown that women and BIPOC candidates are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role. Your skills, experience, and education can come from personal interests, self-directed learning, community roles, and life experiences. We strongly encourage you to apply if you are interested in the position, even if you do not believe that you meet all the qualifications.

The candidate will be an excellent communicator with outstanding task management skills and the ability to build strong and long-lasting relationships. The candidate will be a team player, with a flexible, can-do attitude, willing to make things happen.

In addition, the candidate will have strong organizational skills and initiative, with a proven ability to independently drive tasks to completion, giving due attention to detail and deadlines.

Minimum Qualifications include:

- **Relationship Builder:**
 - Excellent networking and interpersonal skills with the ability to generate interest and enthusiasm from others.
 - Excited to be the face of WRI and make connections with the community.
 - Warm and engaging demeanor that fits within WRI's culture of customer service.
- **Organizational Skills:**
 - Strong written and verbal communication skills.
 - Self-motivated, hardworking, can work under their own initiative with the ability to work both independently and in a team.
 - High attention to detail.
 - Has the ability to work under deadlines and know how to manage competing commitments.
 - Comfort and familiarity with, or willing to learn about, computer programs such as Outlook, Excel, Word, Canva, Asana, and Bloomerang.
- **Creative:**
 - Interest in creating digital art (social media images, flyers, graphics, etc.).
 - Interest in creating content to share with the community (photos, videos, etc.).
 - Has proficient storytelling and writing ability.

- **Community Values:**
 - Enthusiasm for the Wenatchee River Institute's mission.
 - Commitment to stewardship, conservation, and connecting people to the natural world.
 - Commitment to equity, diversity, and inclusion.

Preferred Qualifications include:

- Work experience creating marketing materials (social media images, flyers, graphics, etc.).
- Work experience creating and/or improving marketing strategy.
- Knowledge of the local community.
- Bilingual with ability to create written outreach materials in Spanish.

Working conditions

Wenatchee River Institute maintains a positive work environment allowing staff to work in various locations and have flexibility in scheduling depending on workload and programming. Employees are expected to dress and act in an appropriately professional manner at all times while representing WRI, use good judgement and make sound decisions in the absence of specific directions. Working hours will vary depending on programming, some weekend and evening work will be required in this role.

Physical requirements

This position will be working primarily in a shared office setting, sitting or standing for long periods of time, using a keyboard and mouse. Due to the nature of programs at WRI, there may be times when the candidate will work outside in variable weather conditions to participate in outdoor events, set up events, and assist other WRI staff in programs.

Benefits

- Work in a beautiful setting
- Paid Time Off (PTO): 15 or 16 holidays, sick leave, and vacation time (for the first 0-3 years, vacation PTO accrues at .07444 per hour worked, approx. 144 hrs/year)
- Medical, dental, and vision insurance (at 30 hrs/wk)
- Access to Simple IRA with employer match (up to 3%)

To Apply

To apply, [use this form](#) to submit a cover letter and resume. *Your cover letter should address your experience in the three primary duties mentioned above.*

Preference given to applications submitted by **May 19th, 2025**, but will remain open until filled. The ideal start date is early June but is open for negotiation.

If you have any questions, feel free to reach out to Randee Zerger at rzerger@wenatcheeriverinstitute.org.