

Job title	<i>Outreach Coordinator</i>	FTE/status	30-40 hrs/wk, <i>non-exempt</i>
Reports to	<i>Executive Director</i>	Salary Range	\$17.32-\$21.00/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.

The Outreach Coordinator will work with the Executive Director and Development Associate to continue the evolution of WRI's communications plan that involves digital, print, and in-person contacts to promote WRI's programs and community impact.

Specific duties and responsibilities:

Digital Communications

Drive digital engagement and audience development via WRI's social media channels (Facebook, Instagram, and Twitter). Coordinate and implement overall social media strategy, editorial calendar, and content. Build and manage community through social media audience engagement, including monitoring responses and feedback. Maintain and develop WRI's website. Manage WRI presence on additional online marketing channels. Produce and manage photos and videos for outreach purposes.

Print Communications

Maintain, create, and distribute promotional print materials. This involves working with a contract printing service to order, print, and mail items as well as coordinating volunteers to assist with mailings.

Public Relations

Continue the evolution of WRI's PR plan to drive strategic public communications, creating PR opportunities and developing relationships with local media (print, online, and TV). Create and distribute press releases.

Events

Contribute to face-to-face community outreach efforts through tabling, donor, and friend raising events. Assist the Development Team in the implementation of annual fundraising events. Attend and work at WRI events and community programs as needed.

Administrative

Coordinate various administrative needs such as managing wedding and event rental contracts of WRI property, keeping phones and phone messages up to date, maintaining and updating the website as needed, and ordering office supplies as needed.

Volunteer Engagement

Develop and implement volunteer engagement strategies, recruit new volunteers, coordinate volunteer recognition activities, develop and manage volunteer policies and procedures, and ensure volunteer engagement and satisfaction.

Qualifications

All employees are required to show proof of COVID-19 vaccination at the start of employment.

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:

- Enthusiasm for the Wenatchee River Institute's mission
- Comfort and familiarity with, or willing to learn about, computer programs such as Outlook, Excel, Word, Canva, and Bloomerang
- Strong written and verbal communication skills
- Interest in creating digital art (social media images, flyers, graphics, etc.)
- High attention to detail
- Self-motivated, hardworking, can work under own initiative, ability to work both independently and in a team
- Excellent networking and interpersonal skills with the ability to generate interest and enthusiasm from others
- 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 managing social media accounts
- 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 for 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, holiday, and evening work may be required of all staff.

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 where the candidate will work outside in variable weather conditions to participate in outdoor events, set up events, assist other WRI staff in youth or community programs, etc.

Benefits

- Work in a beautiful setting
- Paid Time Off (PTO): vacation, sick leave, and holidays
- Medical, dental, and vision insurance (at 30 hrs/wk)
- Access to Simple IRA with employer match (up to 3%)

To Apply

Please email a cover letter and resume to: rzerger@wenatcheeriverinstitute.org.

Preference given to applications submitted by **June 14th, 2023**.

Please note that we will ask for a writing sample at the interview stage.

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