

Northern Neck Soil & Water Conservation District

Job Description

Marketing & Outreach Specialist

The Marketing & Outreach Specialist is an employee of the Northern Neck Soil & Water Conservation District (NNSWCD) and is responsible to the District Managers in carrying out the directives of the Board of Directors. The NNSWCD is responsible for employment, separation, fixing range of duties and hours of work, rate of pay and allowances, paying employees and establishing any other requirements associated with an employer-employee relationship.

This position will focus on expanding community outreach programs inclusive of diverse populations as well as marketing the availability of NNSWCD programs and accomplishments. This position is classified as exempt under the Fair Labor Standards Act.

Duties and Responsibilities:

- 1)** Assist with the advertising, promotion, administration, and implementation of all technical programs.
 - a. Serve as lead on advertising annual VACS sign-ups.
- 2)** Develop articles, press releases, and publications for distribution to local, regional, and social media outlets and NNSWCD mailing lists that will explain, clarify, or broaden public knowledge and awareness of soil and water quality, and highlight educational outreach and public relations.
 - a. Serve as lead on, and responsible for, preparation and distribution of quarterly newsletters.
 - b. Responsible for maintenance of NNSWCD mailing lists.
- 3)** Assist with education and information programs as outlined in the Annual Plan of Work and Strategic Plan.
 - a. Serve as lead on community events such as Household Hazardous Waste Collections.
- 4)** Responsible for capturing and organizing photographs of NNSWCD activities.
- 5)** Facilitate design, maintenance, and updates of NNSWCD website and social media accounts.
- 6)** Actively pursue opportunities for expanding soil and water quality programs.
- 7)** Provide administrative support, preparing plans and reports as requested.
- 8)** Provide support to technical field staff as needed.
- 9)** Assist with the planning, preparation, attendance, and recordation of monthly Board Meetings and other meetings hosted by the NNSWCD.
- 10)** Assist with the management of the conservation equipment rental programs.
- 11)** Assist with the development of the Annual Report, Annual Plan of Work and Strategic Plan.
 - a. Serve as lead on design and layout of Annual Report.
- 12)** Participate, when deemed appropriate, in trainings that will promote proficiency in the planning and application of soil and water quality conservation principles, theories and practices.
- 13)** Develop and maintain effective working relations with conservation partners: citizens, local, state, and federal government agencies, and non-governmental organizations.

14) Attend monthly Board meetings and provide written report to Board of Directors.

15) Perform other duties as assigned by the District Managers and Board of Directors.

Abilities, Skills and Knowledge:

- experience in grant writing and project management
- ability to seek opportunities for funding and develop grant submissions
- knowledge of theories, principles, concepts and methodologies of soil and water conservation, planning and applying BMP's
- ability to help coordinate and conduct public meetings and workshops
- schedule office work in the most effective and efficient manner to meet deadlines and ability to work independently
- correctly interpret and apply policies and procedures
- utilize computer skills and learn/use new programs
- communicate effectively both orally and in writing, e.g., writing grants and making oral presentations
- maintain effective working relationships with others in a team environment
- work with and coordinate activities with other agencies, organizations and government units

Education and Experience:

The Marketing & Outreach Specialist shall have a degree or related experience in advertising, education, marketing, or public relations with a demonstrated history of professionalism and proficiency in graphics design software.

Criminal History Background Check:

Applicants must be willing to complete a background check and be fingerprinted.