PO Box 490, Coupeville, WA 98239
360-678-4708 or 888-678-4922 • wicd@whidbeycd.org • www.whidbeycd.org

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Whidbey Island Conservation District
Marketing, Education and Outreach Coordinator
Closing Date: Wednesday, August 17, 2016

Position Overview

The Whidbey Island Conservation District (WICD) is seeking an articulate, creative, motivated individual for a permanent, non-exempt 1.0 FTE benefited position of Marketing, Education and Outreach Coordinator. The purpose of this position is to market district programs and conservation information as outlined in the District annual and long range work plans, and to provide outreach and education to diverse audiences on all of the various WICD natural resource-related programs. Knowledge and interest in natural sciences such agriculture, water resources, forestry and native plants is necessary. Position will include assisting in securing funding for District programs. This position will work under the guidance of the District Manager and will carry out the directives of the WICD Board of Supervisors.

Duties and Responsibilities

The Education and Outreach Coordinator will report to the District Manager and should expect to:

- Provide vision, coordinate and implement marketing program – consistent with District Annual Work Plan - to effectively disseminate District voluntary conservation messaging across diverse audiences using a variety of media tools.
- Provide conservation education to a broad range of audiences, including K – 12 students and adults.
- Develop K- 12 curriculum supporting Science, Technology, Engineering and Math (STEM) programs in Whidbey Island schools.
- Host, coordinate and facilitate informational and technical meetings, workshops and events.
- Work collaboratively to with District staff to carry out a Native Plant Sale.
- Implement Firewise Program for FY17 with assistance from WICD staff.
- Maintain the District's website and coordinate all web-based outreach.

- Write press releases and serve as District media contact as directed by District Manager. Ability to understand and comply with Open Public Meetings requirements.
- Monitor the effectiveness of outreach programs and materials.
- Participate in locating funding opportunities for District programs. Write grants and prepare funding proposals. Manage grant funded projects.
- Maintain District's contact and landowner data bases.
- Develop a comprehensive conservation library that includes a wide range of written and presentation materials including informational brochures, technical and professional information, articles and newsletters.
- Design and maintain District informational displays to be used at events.
- Coordinate content for the District newsletter.
- Position will work closely with District Professional Graphic Designer.
- Must be available to work occasional weekends and evenings.
- Perform other reasonable duties as assigned by District Manager.

Qualifications

- Candidates must be legally authorized to work in the United States.
- Bachelor's degree or minor in any of the following fields: communications, public relations, marketing, or education. Two or more years of applicable experience in marketing, outreach and education preferred.
- Applicant must have demonstrated understanding, experience or education in agriculture, natural resource science or environmental science.
- Professional knowledge of the principles and techniques used in public relations, educational programming, marketing, and community outreach.
- Exceptional human relations and interpersonal skills with a demonstrated ability to interact and communicate with diverse individuals, co-workers, and groups.
- Demonstrated strong written and verbal communication skills.
- Grant writing skills.
- Proficiency in of Microsoft Office Suite software (Office 365, Word, Excel, PowerPoint. Working knowledge of Access is a plus).
- Working knowledge of website development and maintenance, and social media.
- Working knowledge of Adobe Creative Suite.
- Working knowledge of E mail marketing software such as Constant Contact.
- Ability to manage contact data bases using Excel or Access.
- Must be able to be flexible, work under tight deadlines, manage conflicting demands and operate in an ever-changing work environment without a high level of resources.
- Some personnel management experience is beneficial to this position as position may evolve to include management responsibilities.

Preferred Qualifications

- Knowledge of Whidbey Island issues.
- Familiarity with WA State K – 12 Core Learning Requirements, and Science, Technology, Engineering, and Math (STEM) programs.
- Experience and understanding of Natural Resource Conservation Service Natural Resource Conservation Planning processes.
- Knowledge and interest in native plants.

Compensation

- Salary dependent on experience and qualifications. Salary range likely $40,000 - $60,000. Medical, dental and retirement (SIMPLE IRA) benefits as well as holiday and leave package for employees. WICD is part of the WA State Benefits Board Health Care Program (PEBB). However, WICD is not part of the WA State Public Employees Retirement System.

Other

- Must have a valid driver's license and the ability to use a personal vehicle for work-related travel (with mileage reimbursement).
- Have the ability to lift up to 50 pounds.
- The location of this position is at the WICD office in Coupeville, WA.

Application Procedure

Applicants must provide a cover letter (not to exceed 1 page), a resume (not to exceed 2 pages), as well as a completed application form (including at least 3 references) available from the District website at www.whidbeycd.org. The application form is a fillable PDF that can be printed, signed, and scanned. Mailed or delivered application packages must arrive at the Whidbey Island Conservation District, P.O. Box 490, Coupeville, WA 98239 by 4:30 p.m., August 17, 2016. Electronic submissions are acceptable by the same deadline to: wicd@whidbeycd.org. Individuals submitting via e-mail are solely responsible to ensure that their completed application, resume, and cover letter are received timely by August 17, 2016. Position will remain open until filled. Initial screening process begins August 22nd. Applicants are subject to a background check.

Mail or E mail to:

District Manager
Whidbey Island Conservation District
P.O. Box 490
Coupeville, WA 98239
360-678-4708 or (888)678-4922 Phone
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