



Position: Communications Outreach Specialist (ages 18-25)

Location: Sandstone, MN

This is not a residential program; participants must secure housing near the placement location.

Service Term: 1700-hour AmeriCorps position, January – December

Reports to: Department of Natural Resources Site Advisor and Conservation Corps Assistant Program Manager

Benefits:

- Living Allowance: \$2,300 /month
- Housing Reimbursement: \$100/month (reimbursable upon proof of payment)
- Education Award: \$6,495.00, if eligible and upon successful completion of program requirements
- Student loan forbearance (on qualifying student loans)
- Health insurance
- Childcare assistance
- Training, certifications, networking

About Conservation Corps Minnesota & Iowa: Conservation Corps Minnesota & Iowa, a nonprofit organization and AmeriCorps grantee, engages hundreds of youth and young adults each year in meaningful service, leadership development, and environmental stewardship. Our vision is a world in which everyone has equitable access to nature, is equipped to succeed in career and life, and is empowered to make a difference in conserving natural resources. Our projects and programs embody our core values of safety, service, respect, equity, and community. In working toward our vision, we believe it is important to acknowledge that natural resources organizations, including Conservation Corps Minnesota & Iowa, have a legacy of supporting and benefiting from systems that have restricted access to public lands and careers for marginalized groups. To challenge this, we commit to using equity as a lens for the work we do and decisions we make, building a shared vision surrounding justice, equity, diversity, and Inclusion goals with our partnering organizations and communities and providing an equitable training environment and high-quality programming to all our participants.

Position Summary: The AmeriCorps Communications Outreach Specialist position is based at the Osprey Wilds Environmental Learning Center in Sandstone, Minn. The purpose of the Communications Outreach Specialist is to assist the Osprey Wilds outreach initiatives and sustainable farming. The marketing component will include creating of print and digital marketing and advertising, as well as managing email campaigns. The sustainable farming component will include planting, harvesting and building educational and marketing content.

Members are directly supervised by Conservation Corps Assistant Program Manager and Site Advisor.

Duties & Responsibilities

- Content creation and management for multiple channels: social media, newsletter, web, etc.

- Social Media – Create and manage content for social media channels including but not limited to Facebook, Instagram, YouTube, and Twitter. Develop engaging campaigns across channels and manage content calendar. Grow audiences, analyze engagement, and place and manage digital ads
- Digital advertisement - Oversee digital media campaigns across paid media channels. Identify target audiences and design engaging digital ads
- Print advertisement - Design printed materials including flyers, newsletters, postcards and other materials
- Graphic Design - Use Adobe Creative Suite applications to produce print and digital design materials
- Branding - Ensure brand guidelines are followed throughout all external documents, digital and print materials
- Email marketing - Use Mailchimp to oversee mass email marketing campaigns
- Field work - Assist with the soil preparation, planting of seedlings and cultivating the beds
- Harvest produce - Picking, washing and packaging produce
- Marketing campaign - Create new educational and marketing content specifically focusing on the sustainable farm
- Develop and implement an annual work plan that provides timelines and balance to the priorities of the various projects listed above. Utilize a work plan tracking document provided by the Corps and DNR to track work accomplishments and reprioritize on a regular basis.
- Attend scheduled meetings, orientations and workshops; including required Conservation Corps AmeriCorps training sessions and site visits.
- Submit timesheets and SAW (NOTE: Lunch time does not count toward total service hours), expense reports, receipts and monthly credit card log to Conservation Corps AmeriCorps Program Coordinator.

Hours & Schedule

- 40 hours/week, Monday – Friday, 8:00 AM – 4:30 PM (typical, occasional weekends), including a mandatory 30 minute lunch break which does not count towards service hours. Options for remote service projects.

Qualifications

- 4-year college degree and/or equivalent professional experience in a communications, marketing or related field.
- Competency with Microsoft Office (Word, Excel, PowerPoint) and Adobe Creative Suite (Photoshop, Premiere Pro, Acrobat), as well as an understanding of GovDelivery for email marketing.
- Strong interest and/or experience in one or more of the following: digital and promotional communications, design, photography and video. *Video production skills will be beneficial.*
- High comfort level/experience with technology and administering social media channels in particular.
- Strong written, interpersonal and verbal communication skills.
- Strong organizational, research, and analytical skills. Must have the ability to prioritize big picture ideas into tangible actions and stories.
- Self-directed with a high comfort level for taking initiative and project ownership.
- Experience gathering information, implementing ideas, and presenting recommendations in both written and verbal formats.
- Positive attitude, interest in community service and desire to make a difference.
- Interest in natural resources, environmental studies, or conservation related field.
- Must be a US Citizen, US National, or Lawful Permanent Resident Alien of the US

- Must pass a criminal history check consisting of a National Sex Offender Public Website check, a state criminal history check, and a fingerprint-based FBI check. Passing the criminal history check is defined as no positive hits on the NSOPW and no history of violent offenses on the state or FBI checks.
- Member will certify that they have or will obtain the diploma/GED to be in accordance with program requirements

Note: Previous experience or education with natural resource management is not required; no more than 20% of the service term is dedicated to technical and personal-skill training.

Other Information

In accordance with 45CFR 2520.65, AmeriCorps members may not perform prohibited service activities directly or indirectly by recruiting, training, or managing others for the primary purpose of engaging in the activities. Prohibited service activities are outlined in the Service Agreement section VII and AmeriCorps member manual.

Conservation Corps Minnesota & Iowa is an Equal Opportunity Employer and is committed to creating an inclusive environment that values the diversity of its staff and members and does not discriminate against anyone. Employment/placement decisions with Conservation Corps will be based on merit, qualifications, and abilities. Conservation Corps does not discriminate in employment opportunities or practices based on race, color, creed, religion, sex, national origin, age, disability, veteran status, military service, union membership, marital status, familial status, sexual orientation, gender identity, status with regards to public assistance, genetic information or any other characteristic protected by law. Conservation Corps engages AmeriCorps members, ages 18-25, as defined under the American Conservation and Youth Service Corps Act, a subtitle of the National and Community Service Act of 1990. Reasonable accommodations available upon request.

Minorities are strongly encouraged to apply.

Women, BIPOC, LGBTQ people, and people with disabilities are strongly encouraged to apply.

Conservation Corps Minnesota & Iowa requires all employees and AmeriCorps members to be fully vaccinated for COVID-19 OR provide a weekly COVID-19 test.

I _____ have read and fully understand the above position description that reflects the service activities that I will perform during the AmeriCorps term.

AmeriCorps member Signature: _____ Date: _____

Approval Signature: _____ Date: _____