



# Benton Soil and Water CONSERVATION DISTRICT

## Position Description

### COMMUNICATIONS & COMMUNITY ENGAGEMENT MANAGER

Employee Name: Heath Keirstead  
 Reports to: Executive Director  
 Employment Status: At Will  
 Employee FLSA Status: Non-exempt  
 Salary Grade: \*\*  
 FTE: 1.0

#### General Position Summary

The Communications and Community Engagement Manager for Benton Soil and Water Conservation District (BSWCD) works closely with the Executive Director to ensure that new and existing programs and strategies are aligned with the District's strategic direction. In collaboration with internal and external colleagues, this staff member develops new and refines existing outreach and education programs. The Communications & Community Engagement Manager uses multiple media formats to expand recognition of Benton SWCD in the Benton County community, in the community of natural resources professionals, and to existing and potential funders. Builds and maintains working relationships with District stakeholders.

#### Diversity, Equity, and Inclusion (DEI)

The District's goal is to dismantle systemic barriers and operate based on the principles of DEI. To that end, this position requires:

- Knowledge/interest in, and commitment to working in a diverse and inclusive environment that places a high value on equity.
- Participation in creating and promoting a workplace culture of collaboration, awareness, innovation, accountability, compassion, and respect.
- Excellent interpersonal skills and ability to establish effective working relationships in a multicultural, gender-diverse, and multiethnic environment.
- Engagement in diversity, equity, inclusion, and justice training with workgroup participation as needed.

**Essential Functions** (*% are estimates to demonstrate general distribution of work and may be adjusted during annual reviews*)

#### 1. Communications & Community Engagement (approx. 60%)

- Develop and implement District-wide communications strategy that enables the District to showcase our conservation efforts, build relationships with stakeholders, and increase public participation in conservation practices.
- Lead, enable, join, and listen to conversations that help BSWCD assess audiences and their conservation needs/interests.
- Grow BSWCD's brand, network, and community awareness of the organization.
- Ensure District-wide consistency in public messaging based on BSWCD Strategic Plan and Style Guide.
- Build and maintain individual and community connections that help the District achieve its mission and strategic

direction.

- Design, manage, and update content of public media platforms (website, email, social media, print).
- Develop publications and other promotional/informational materials.

## 2. **Program Management and Strategy Development:** *(approx. 30%)*

- Identify needs and opportunities for District outreach that align with strategic direction, utilizing partnerships as appropriate.
- Design, plan, deliver, manage, and evaluate designated BSWCD programs (Communications, Native Plant Program, Conservation Education small grant awards, Youth Education Program).
- Coordinate the efforts of staff members when they assist with programs managed by the Communications and Community Engagement Manager.
- May develop and submit grant proposals to external funders. Manage grants and implement projects. Oversee and track timelines, deliverables, expenditures, and budgets. Write and submit grant reports.
- Solicit and recommend consultants and/or contractors. Implement contracts and approve work.
- Recruit and train interns and volunteers to help implement programs. Schedule, assign, and oversee work.
- Procure program-specific tools, equipment, and supplies.

## 3. **Program Support** *(approx. 3%)*

- Support programs led by other staff members, as needed.

## 4. **Organizational Support & Representation** *(approx. 5%)*

- Assist, attend, and participate in staff meetings, board meetings, and other events as designated; provide monthly staff reports and time sheets.
- Participate in financial documentation process: submit Check Issuance Requests, Credit Card Receipt Forms, and other documentation as needed.
- Support planning processes, as needed, including Annual Budget, Annual Work Plan, Strategic and/or Long-Range Plans.
- Assess, improve, and train coworkers on office systems as needed.
- Equipment management, as needed.
- Represent Benton SWCD at community events.
- Perform other duties as assigned.

## 5. **Professional Development** *(approx. 2%)*

- Pursue professional development opportunities to stay current on natural resources issues and maintain proficiency in DEI-informed community engagement techniques.

### **Work Relationships**

- Maintain strong collaborative and supportive work relationships with BSWCD staff members.
- Promote the role of BSWCD in the community; develop positive relationships and partnerships; represent BSWCD, as needed, at meetings and events, on committees, etc.
- Develop and maintain cooperative relationships with local, state, and federal agencies, non-governmental organizations, non-profits, volunteers, and local landowners to develop educational projects and opportunities. Communicate to coordinate work and avoid duplication.

### **Scope of Supervision**

This position does not have supervisory responsibilities.

### **Working Conditions and Physical Demands**

- This position works out-of-doors, must be able to move through fields, hills, wetlands, and creeks, as well as carry equipment and supplies, and set up tables and displays at various events.
- Must be able to move items weighing up to 25 pounds.

- This position requires travel to conferences, workshops, training sessions, and daytime and evening meetings outside the office; working hours may include evenings and weekends. Travel for training may be outside the normal workday and may be as long as one week.
- The office work includes working at a desk, using a computer, or standing at a table. Dexterity and hand-eye coordination are required.

**Essential Knowledge, Skills, and Abilities**

- Excellent verbal and written communication skills.
- Experience in educational program/lesson development and implementation; experience in curriculum development/implementation preferred but not required.
- Ability to administer internal small grant program.
- Manage online sales platform, select and advertise inventory.
- Provide excellent customer service.
- Knowledge of native plants.
- Coordinate tours and large events including scheduling with teachers, volunteers, and community groups (like Salmon Watch, Family STEAM Night, Native Plant Sale).
- Experience with volunteer recruitment and management.
- Excellent social skills including networking, teamwork, and the ability to establish and maintain good working relationships.
- Grant writing/grant management experience.
- Ability to speak and understand English, make presentations, maintain emotional control during difficult exchanges, and negotiate and influence others.
- Ability to understand/communicate in Spanish is helpful but not required.

**Minimum Qualifications**

- Minimum four years of combined education and experience in a natural resource field, environmental science, communications, outreach, and program development and management that prepares the applicant to perform the duties and responsibilities of the position.
- Computer proficiency in Microsoft Office, Google Suite, WordPress, WooCommerce, Adobe Creative Suite, MailChimp, social media platforms, and online scheduling applications.
- Must have a current Oregon Driver’s License, vehicle insurance, and access to a personal vehicle to use for work purposes.

*Heath Keirstead*

8/18/2021

Communications & Community Engagement Manager Signature

Date

Supervisor Signature

Date