

Job Description
Outreach & Communications Advisor
Potter County Conservation District

GENERAL STATEMENT OF DUTIES: Oversee the general planning, development, and direction of all communications of the District. Coordinate programs, social media, news releases, and other forms or publication to build and sustain a positive image of the District in the public. The Outreach & Communications Advisor will be accountable to the Potter County Conservation District Board of Directors. Daily activities will be under direct supervision of the District Manager.

JOB DUTIES AND RESPONSIBILITIES:

- Field, answer questions and/or disperses incoming calls for the District.
- Greet walk-in clients, assist with various requests for information and/or direct them to the proper department.
- Develop innovative ideas to help spread the word about conservation and the services that the Potter County Conservation District provides.
- Type letters, memorandums, reports and assist in the preparation of news releases and other official correspondence.
- Research and organize information for community education.
- Research potential grants and other funding opportunities for education and outreach efforts to promote the district and educate the general public about conservation.
- Host special events and workshops to promote the concept of conservation and the Conservation District.
- Assist the District Manager in the design and distribution of the District's annual report.
- Develop and maintain the District's website and social media site(s).
- Manage special events, training sessions, workshops and outreach efforts in conjunction with the appropriate District personnel and Directors.
- Organize an annual tree seedling sale/fundraiser.
- Organize and distribute awards and scholarships.
- Prepare a news article on a monthly basis to be shared in the local newspapers/media.
- Assist in developing brochures and quarterly newsletters.
- Assist other staff with tracking forms, mailings, copying permit packages, and pertinent correspondence as instructed by the District Manager.
- Sort, distribute, file incoming mail and collect outgoing mail.
- Scan accounts payable to accounting service after District Manager review and initial.
- Scan vehicle logs to accounting service.
- Purchase office supplies required by District Manager and Staff.
- Complete any other fiscal duties as assigned by the District Board.

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DISTRICT ACTIVITIES

- Prepare a written monthly report of activities to the Conservation District Board of Directors.
- Serve on District Committees as assigned.
- Attend staff and other meetings as requested.
- Serve as Board Secretary at monthly board meetings.
- Record meeting minutes and prepare meeting packets for monthly board meetings.

TRAINING AND CERTIFICATION:

- Become familiar with the environmental laws and regulations for which the District is responsible.
- Become familiar with current land uses practices, innovative planning techniques and nonstructural best management practices (BMPs).
- Attend seminars/training in those areas that will improve the employee's ability to carry out his/her duties.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Education: Minimum Associates Degree in Communications, Public Relations, or related field.

Experience: Minimum of three years prior Communications or related field of experience may fulfill the education requirement.

- Knowledge and understanding of the concept of conservation.
- Creative and innovative thinking skills.
- Knowledge of social media platforms.
- Ability to communicate effectively orally and in writing to a wide range of individuals and groups in the English language.
- Ability to function independently, have flexibility and personal integrity and the ability to work effectively with clients, co-workers and others.
- Operate a variety of office equipment including computer equipment and use a variety of software programs as appropriate.
- Some irregular work hours involving evening and weekend work is required.
- Grant writing experiences a plus.
- Maintain confidentiality in regard to client information and records.

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- Have the ability to work outdoors and to negotiate uneven and rough terrain, including inclement weather where wet and slippery surfaces are encountered.
- Maintain a valid driver's license and safely operate a motor vehicle while carrying out assigned duties.
- Ability to obtain proper Child Abuse, FBI, and PA State Police Clearances.

REGULAR WORKING HOURS:

- Regular working hours are defined in the District's Personnel Policy.
- The wage agreement, after negotiated, becomes an integral part of this agreement.

BENEFITS EARNED:

- Benefits earned are defined in and part of the District's Personnel Policy.

Potter County Conservation District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the District will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.