



# Yolo County Resource Conservation District

221 West Court Street, Suite 1  
Woodland, CA 95695

phone: (530) 661-1688  
www.yolorcd.org

## Job Opportunity: Outreach Coordinator

January 27, 2022

**Employer:** Yolo County Resource Conservation District

**Work Location:** Main office in Woodland, California, and community work throughout Yolo County, hybrid remote option negotiable.

**Status:** Flexible: 75% to 100% FTE will be considered. This at-will, non-exempt position is fully funded for two years, and continued employment is contingent on additional funding.

**Application Deadline:** Open Until Filled (*First screening deadline is February 18, 2022*)

**Compensation:** \$20.67-\$27.88 per hour plus benefits

Are you interested in conserving, protecting, and restoring natural resources? Do you get excited about making a positive impact in your community? Are you passionate about communication? If so, here is an opportunity to use your skills to contribute to locally-led conservation work. The Yolo County Resource Conservation District (YCRCD) is seeking applications for an Outreach Coordinator to join its dynamic team of natural resource professionals.

### ORGANIZATION BACKGROUND

The Yolo County Resource Conservation District (YCRCD) is a non-regulatory special district that facilitates natural resource conservation through community involvement, education, technical expertise, and implementing on-the-ground projects. Since its founding in 1955, the YCRCD has been committed to using voluntary, cooperative, and scientifically-based methods to support the conservation of natural resources in a landscape that supports agriculture, urban areas and wild spaces.

### POSITION SUMMARY

Under supervision of the Executive Director, the Outreach Coordinator will develop and manage the communications for both the YCRCD and the Yolo County Fire Safe Council. The person in this position must be civic-minded and enjoy interacting with diverse communities; work well with a dynamic and collaborative team as well as independently; and have strong time management and communication skills.

The Outreach Coordinator will be responsible for the YCRCD's social networking including Facebook, Instagram, website maintenance, monthly email updates, press releases and the annual report. The YCRCD is also the coordinating entity for the Yolo County Fire Safe Council (YCFSC) and this position will be responsible for website design, content development and ongoing management of content for the website, social media and local newspapers on behalf of the YCFSC.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### 50% YCRC CD Program Outreach

- Develop stories about our work for distribution via YCRC CD's monthly email, social media accounts, local newspapers and website updates
- Assist staff with maintaining and coordinating project outreach materials and program documents
- Maintain and update YCRC CD email lists, including stakeholders, elected officials, partner organizations, tribal contacts and interested community members
- Assess outreach gaps to socially disadvantaged communities
- Investigate new and innovative ways to produce and disseminate information about the YCRC CD and conservation in general
- Develop new and translate existing outreach and education materials into Spanish
- Interact and maintain positive communications with numerous stakeholders (agricultural community, local, state and federal agencies, rural residential landowners, relevant environmental and other non-governmental organizations, etc.)
- Other responsibilities may include assisting in development of grant proposals, help organizing and presenting at YCRC CD or partner educational and training events, and working collaboratively with partner organizations and agencies to provide input on technical documents and reports
- Occasional visits to project sites and possible opportunities for field work

### 50% Yolo County Fire Safe Council (YCFSC) Outreach

- Meet regularly with the YCFSC Website Steering Committee to develop website and social media platforms that are relevant and useful to the YCFSC stakeholders and county residents
- Track resources, events, information relevant to the YCFSC
- Participate in monthly YCFSC meetings and present outreach updates
- Create content for social media accounts on behalf of the YCFSC
- Curate content for YCFSC website
- Manage and update YCFSC website and social media on a regular basis

## **REQUIRED QUALIFICATIONS**

- Degree from an accredited college or university or equivalent life/work experience
- Outstanding verbal and written communication skills
- Ability to comfortably use Microsoft and Google platforms
- Experience with graphic design or layout
- Experience designing and publishing articles, social media posts and other notices
- Excellent problem-solving skills and attention to detail
- Excellent organization skills, including ability to set priorities, manage time, work under pressure, and assist with multiple projects while meeting deadlines



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- Appreciation for the diversity of Yolo County's local communities and general knowledge of conservation opportunities and challenges in California
- Desire and ability to work with a diverse community group of people and staff members
- Be adaptable to change, be mentally flexible, have desire to learn

## DESIRED QUALIFICATIONS

- Degree from an accredited college or university in communications, education, marketing, natural resources management, environmental policy and planning, sustainable agriculture, or a related field.
- Experience with Word Press or website management
- Proficiency with Adobe Creative Suite
- Ability to comfortably use Constant Contact
- Ability to use (or willingness to learn) basic video editing programs
- Bilingual or bilingual certified in the Spanish language

## WORK HOURS

To perform assigned duties, the employee will be required to work a mixture of evening and day hours, in the field and in the office. The regular work time will occur within the hours of 8:00am and 5:00pm Monday through Friday, with occasional night and weekend obligations.

## CONDITIONS OF EMPLOYMENT

- Must be able to work in a variety of environments, including sitting inside at a computer for long periods of time, and standing/walking outdoors in extreme temperatures as well as on uneven terrain
- Must have and maintain a valid California Class C Driver's License and have personal liability insurance
- Must be able to occasionally lift, bend, stoop, kneel, and carry heavy objects up to 25 pounds
- Employment at the YCRCD is employment at-will. Employment at-will may be terminated with or without cause and with or without notice at any time by the employee or the YCRCD.

## COMPENSATION AND BENEFITS

This position is a non-exempt, 75-100% full-time equivalent position, Compensation ranges from \$20.67-\$27.88 per hour and will be commensurate with experience. YCRCD full-time employees receive holiday, paid time off (PTO) and an employer-paid health, dental and vision insurance plan. Retirement benefits are available upon completion of a ninety (90) day probationary period.

## **APPLICATION PROCESS**

To apply, please send a cover letter, resume, and two examples of communications pieces (professional newsletters, social media posts, etc.) to Maria Meza at [meza@yolorcd.org](mailto:meza@yolorcd.org). Please use your cover letter as an invitation to tell a story that illuminates your interest in the field of natural resource conservation and in the work of the YCRCD. The two sample documents should be brief (1-3 page) and should demonstrate both your writing and graphic design skills. **The position is open until filled. The first screening deadline is February 18, 2022.**

The selection process may consist of, but is not limited to, an evaluation of the applicant's qualifications and one or more in-person or online interviews, and interviewing professional references. Any part of the selection process, including a decision to hire, may be modified or canceled to meet the needs of the YCRCD.

The YCRCD is an equal opportunity employer and does not discriminate on the basis of race, religion, color, sex, gender identity or expression, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other status covered by local, state, or federal law. Our goal is to be a diverse workforce that is representative, at all job levels, of the communities we serve.