



## Events & Outreach Associate Job Description

**Reports To:** Finance & Operations Director  
**Status:** Full-Time; Non-Exempt  
**Salary Range:** \$45,000 – \$50,000

### Position Description

The Events & Outreach Associate is a member of Great Peninsula Conservancy's development team and is responsible for coordinating events; maintaining the website, blog, and social media outreach; and developing a summer youth camp and interpretive signs. She/he is an enthusiastic conservationist who inspires people to be part of a community that cares for the land. The Events & Outreach Associate is responsible for achieving the events and outreach program's financial and outreach goals, which include engaging diverse communities in saving land for people and wildlife.

### Responsibilities

#### Events (50%)

- Plan and coordinate membership/fundraising events, including an annual dinner and donor reception, that inspire and connect people with GPC's mission
- Develop and coordinate membership walks, volunteer stewardship activities, and community events to engage people with GPC's work and with each other
- Design and distribute event marketing materials
- Build website forms to promote and manage event signups

#### Outreach (30%)

- Develop, implement, evaluate and revise strategy for outreach via website
- Maintain and oversee functionality of website
- Coordinate posts on GPC blog; identify and schedule guest writers; and write blog content
- Plan and create social media posts to connect members and the community with GPC's work
- Photograph events and conserved lands; edit photographs for use in print and online

#### Outdoor Education (20%)

- Develop and oversee a summer outdoor program for urban youth in collaboration with a community partner
- Develop interpretative signs for GPC preserves
- Prepare grant applications in support of the summer youth camp and interpretive signs

#### Team Player

- Collaborate with the development team and other staff to advance organizational priorities
- Answer phone, greet visitors and respond to requests for information
- Serve as staff co-liaison to the Membership & Events Committee
- Other duties as assigned

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#### **Qualifications**

- Two or more years of college or technical training
- Two or more years of experience in event coordination, website development, or environmental education
- Proficient in graphic design and photo editing for print and web (Photoshop, InDesign, Publisher)
- CMS experience (WordPress) and basic HTML; experience with Google Analytics
- Adept at social media (Facebook, Instagram)
- Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher, Outlook & Office 365)
- Skilled photographer
- Enthusiasm for land conservation
- Self-directed and capable of multi-tasking and problem solving
- Attention to detail and excellent organization skills
- Good interpersonal and teamwork skills with a friendly personality