



YAMHILL SOIL & WATER  
CONSERVATION DISTRICT

## Outreach & Education Specialist

### Position Announcement

**Open:** Friday, March 8th, 2024

**Closes:** Monday, March 18th, 2024

**Anticipated Start Date:** April 1st, 2024

**Status:** Permanent, Full-Time, Salary (exempt), At-will

**Starting Pay Scale Range:** PS 6-8 (\$47,455 - \$58,400)

**Benefits:** 12 Paid Holidays, 8.75 Vacation hours per month, and 8 Wellness leave hours per month with an additional 24 hours of wellness leave at time of hire. Medical, Dental, Long-Term Disability, and Life Insurance are available beginning the month following 60 days of employment. District-paid 8% 401(a) retirement beginning the month following 90 days of employment. Additional benefits included; see our [Employee Handbook](#) for complete details.

### Introduction

The Yamhill Soil and Water Conservation District (District, or SWCD) is a special district organized under Oregon Revised Statutes Chapter 568 and authorized to implement a broad range of conservation services and programs. The District's mission is to conserve, restore, and protect Yamhill County's natural resources by providing technical, financial, and educational assistance to residents, landowners, and businesses. The District works with agricultural landowners and producers, forest landowners and operators, individual residents, and federal, state, local, and private conservation partners to deliver services, provide technical assistance, and promote voluntary adoption of sustainable land management practices.

### General Overview (See Position Description below for complete details)

The Outreach & Education Specialist organizes and implements outreach efforts and education programs to increase public awareness and understanding of natural resource conservation and the programs and services that Yamhill SWCD offers. This position is responsible for producing and distributing outreach materials, coordinating workshops, developing and presenting educational programs, and engaging with the community and partners. The Outreach & Education Specialist works cooperatively with other District staff and partner organizations to identify education and outreach needs and opportunities. This position is responsible for representing Yamhill SWCD and effectively communicating its programs and services to partners and the public.

## **Application Requirements**

Applicants are required to submit the following. Incomplete applications will not be considered.

1. A cover letter describing interest, skills, and experience relating to the position.
2. A resume that depicts your qualifications relating to the position.
3. Contact information of three professional references (not related to you). These may be listed on your resume or separately.

## **Options to Submit Application Materials**

### **1. By Email**

Applicants may email application materials to: [admin@yamhillswcd.org](mailto:admin@yamhillswcd.org)

Please use Outreach & Education Specialist in the subject line.

Please send all required information in one PDF.

### **2. By Mail**

Applicants may mail application materials to:

Yamhill Soil and Water Conservation District

Attn: Outreach & Education Specialist

2200 SW 2nd St, McMinnville, OR 97128

### **3. In Person**

Applicants may submit application materials in person Monday - Friday, 8 AM to 4:30 PM to:

Yamhill Soil and Water Conservation District

2200 SW 2nd St, McMinnville, OR 97128

## **For inquiries, please contact:**

Andy Bleckinger

District Manager

503-479-8643

[andy@yamhillswcd.org](mailto:andy@yamhillswcd.org)

## **Equal Opportunity Employer and Provider**

Yamhill Soil and Water Conservation District (SWCD) prohibits discrimination against its employees, applicants for employment, directors, partners, customers, clients, contractors, and visitors on the basis of race, color, national origin, religion, sex, gender identity or expression, sexual orientation, disability, age, marital status, family/parental status, expunged juvenile record, performance of duty in a uniformed service, physical or mental disability, citizenship, genetic information, income derived from a public assistance program, political beliefs, prior civil rights activity, victims of bias, or any other characteristic protected by federal, state, or local law, regulation, or ordinance. Yamhill SWCD is prepared to make appropriate arrangements and/or accommodations for persons with disabilities.



## Outreach & Education Specialist

### Position Description

#### Position Classification Details:

Title: Outreach & Education Specialist

Status: Permanent, Full-Time, Salary (exempt), At-will

Supervisory: No

Starting Pay Scale Range: PS 6-8 (\$47,455 - \$58,400)

#### Summary:

The primary responsibilities of the Outreach & Education Specialist are to organize and implement outreach efforts and provide educational programs to youth and adults on conservation practices. This position will directly engage with the community to promote awareness of District programs and services. The outreach and education efforts will cover a range of topics related to conservation, environmental stewardship, and sustainable land management practices.

#### Location & Schedule:

This position will be located at the primary District multi-agency office, 2200 SW 2nd St, McMinnville, OR 97128. The position's primary work schedule is five days per week, 8 hours per day, Monday through Friday. The regular schedule may be adjusted to support position responsibilities. This position is partially dependent on grant funding and may change over time due to grants received and available funds.

#### Supervision Received:

The District Manager serves as the direct supervisor to the Outreach & Education Specialist. This position will receive direction from and work in coordination with other District staff to complete grant deliverables. The position acts on behalf of the District Board and reports to the full Board of Directors through monthly staff reports and board meetings. The District Employee Relations Advisory Group meets with the employee at least annually to review performance and discuss progress in meeting goals.

#### Supervision Exercised:

The Outreach & Education Specialist has no direct supervisory responsibility over other employees of the District. However, they are responsible to ensure that District volunteers and interns under their direction are properly informed of District policies and receive all necessary training.

**Work Conditions & Physical Demands:**

Employee must have a valid Oregon driver's license and a good driving record. This position involves periodic travel to early morning, daytime and evening meetings, field tours, conferences, workshops, events, training sessions, and District and partner properties. This position requires a combination of office and fieldwork. Office work involves regular use of computers and prolonged sitting or standing at a desk and in meetings. Field work requires walking over rough or uneven terrain, sometimes in inclement weather, and carrying objects such as educational materials and supplies. Field work may also include working in and around water, stream banks, and stream beds. Occasional weekend work may be required to accommodate volunteer groups and district events.

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**Position Responsibilities:****Outreach - 45%**

Yamhill SWCD currently manages several conservation grants that include outreach components, such as informational mailers, collaborative workshops, and more. The Outreach & Education Specialist will work closely with District staff to support current outreach needs, and expand District outreach efforts.

- Develop and implement outreach strategies to educate the community about natural resource topics and District programs. Outreach planning includes identifying audiences, developing key messages, creating materials, implementing outreach activities, and evaluating outcomes.
- Work with District staff to conduct outreach and communications deliverables of grants and agreements.
- Design, edit, produce, and distribute engaging educational and promotional content in a variety of communication formats, including in-personal, website, newsletter, e-newsletters, social media, mailings, brochures, etc.
- Coordinate and lead workshops, forums, meetings, and other District events to improve understanding of natural resource conservation and available programs and services throughout the community.
- Work closely with numerous partners throughout the community, including USDA Natural Resource Conservation Service (NRCS) and Farm Service Agency (FSA), Oregon State University (OSU) Extension, Outdoor Education Adventures (OEA), Edible Landscapes of Yamhill County, and more.
- Organize and maintain the District inventory of publications, brochures, handouts, multimedia, and other promotional and educational resources.

## **Education - 25%**

Yamhill SWCD is committed to expanding its education programs to reach a broader audience and increase community participation in conservation efforts. The Outreach & Education Specialist will play a pivotal role in developing and implementing innovative educational programs.

- Collaborate with local schools, colleges, and partner organizations to develop materials and deliver presentations on conservation topics, tailored to different age groups and learning levels.
- Prepare and lead public workshops and presentations on various conservation topics to youth and adult audiences. Programs may take place at schools, on District properties, at various locations around the community, or virtually.
- Design, edit, and produce written and visual materials to educate about natural resource topics. Materials may include videos, fact sheets, presentations, educational activities and displays, resource guides, etc.
- Support District staff to develop outreach and educational materials to help them provide technical assistance on conservation practices, including erosion control, riparian restoration, native plants, invasive species, etc.

## **Community Engagement - 20%**

Yamhill SWCD strives to provide conservation programs and services to everyone throughout Yamhill County. Through proactive engagement efforts, The Outreach & Education Specialist will serve as a bridge between the District and the community, increasing awareness of the District and ensuring our programs meet the needs of the community.

- Develop and implement public messaging strategies to communicate short and long-range plans with partners, community groups, and the public.
- Organize and facilitate public sessions to clearly communicate District goals and objectives, and promote community engagement and involvement in the future of the District.
- Participate in, support, and represent the District at community events, including farmers markets, small farm socials, partner events, local work group meetings, council meetings, city/county meetings, etc.
- Maintain District outreach platforms, including the District website, social media accounts, etc.
- Represent the District at public meetings, conferences, and other venues to advocate for conservation policies and initiatives at the local, state, and federal levels.
- Recruit and provide support for volunteers, ensuring they have the necessary resources and training to effectively and safely assist with outreach events, educational programs, and other initiatives.

## **Other - 10%**

- Identify and pursue funding opportunities to expand District outreach, education, and engagement programs. Possibilities include urban agriculture, backyard habitats and conservation, educational farms and community gardens/orchards, guided tours of District properties, community seed libraries, and much more.
- Assist with administrative tasks such as maintaining outreach program records, tracking program metrics, and preparing and submitting records and reports for grants.
- Other responsibilities as assigned.

## **Preferred Qualifications:**

- A Master's Degree with 2+ years of experience, or a Bachelor's Degree with 4+ years of experience. The degree should be in a field relevant to the responsibilities of this position, and/or relevant to the operations of the District. Additional relevant personal and professional experience may be accepted in place of a degree.
- Experience in outreach, education, interpretation, and community engagement, preferably in the field of conservation, agriculture, or natural resources.
- Strong communication skills, including the ability to effectively convey technical information to diverse audiences through written materials, presentations, and interpersonal interactions.
- Excellent writing, editing, and information management skills and well versed in production media layout and design for oral, poster, and video presentation.
- Experience with grant writing, project management, and fundraising activities to support conservation initiatives and outreach programs.
- Proficient with Microsoft Windows, Microsoft Office (including Publisher), Gmail, Adobe Acrobat and Adobe Creative Suite (InDesign, Illustrator, Photoshop), PowerDirector, ArcGIS, Wordpress, Mailchimp, etc. Similar programs that serve the same function and meet District needs may substitute.
- Experience managing social media platforms such as Facebook, Instagram, Nextdoor, YouTube, etc.
- Experience with agriculture and/or natural resource conservation organizations.
- Experience working on projects with multiple partners and objectives.
- Ability to work independently and as part of a diverse team to promote a positive, respectful, and inclusive work environment.
- Motivated, self-starter, with a desire to make a long-term impact.
- Employee must possess a valid driver's license upon employment and an Oregon driver's license within three months of employment.
- Employee must pass any necessary background checks within three months of employment.