



**RED-TAIL**  
*Land Conservancy*

## **Position Title: Outreach Coordinator**

Direct Report: Assistant Director

Authority: Volunteers

### **Background:**

Red-tail Land Conservancy (RLC) is a nonprofit land trust for east central Indiana. Our mission is to preserve, protect, and restore natural areas and farmland while increasing awareness of our natural heritage. Using strategic planning to accomplish this mission, we have grown steadily since our inception in 1999. As of 2024, Red-tail protects nearly 2,900 acres of land.

Complementing our work to preserve natural areas, we foster conservation practices with landowners, engage volunteers in land stewardship activities, provide for outdoor recreation at our public nature preserves, and offer nature-based learning programs for youth and adults.

Red-tail protects vital wildlife habitat and works to connect the residents of east central Indiana with nature. A respected conservation organization, Red-tail collaborates with local organizations, universities, government agencies, and our east central Indiana community to promote conservation.

### **General Summary:**

The purpose of this position is to perform a wide variety of tasks associated with community engagement, outreach, and communications. Duties include working closely with community partners and coordinating and executing programs and events.

In addition to the specific responsibilities, skills, and qualifications outlined in the job description, a candidate should be able to work well in a small staff environment and possess the enthusiasm and flexibility to help a growing organization thrive. Like all other positions within the organization, occasional duties will be performed outside the position's typical scope of work.

This is a part-time position with the expectation of working 24 hours a week. Benefits include paid time off, a cell phone stipend, retirement benefits, paid holidays, and mileage reimbursement. Hours are moderately flexible with occasional work on evenings and weekends. This position reports to the Assistant Director and has authority over volunteers. The salary for this position is \$17/hr.

## **Roles/Responsibilities:**

- Cultivate strategic community relationships
- Represent Red-tail at meetings, conferences, and community events
- Lead and assist in the coordination and execution of Red-tail events and presentations (occasional weekend and evening functions required)
- Manage the recruitment, coordination, training, and tracking of volunteers
- Assist in the development of communication pieces such as press releases, brochures, and other marketing materials
- Assist in website maintenance
- Assist in the collection of outreach-related data and the presentation of conclusions
- Perform administrative duties, such as assisting with mailings and data entry
- Manage social media outreach, including content creation for Facebook, Instagram, and others
- Proofread and occasionally write blog posts, emails, and other written materials
- Explore ways to engage and expand our member/friend/partner network

## **Required Skills and Qualifications:**

- Degree or degree-in-progress (at least 2 years completed) from a higher institution or equivalent experience in communications, interpretation, education, journalism, environmental studies, natural resources, or a related field.
- Experience or commitment to become proficient in issues of conservation, local wildlife and habitats, or other environmental and natural resource issues
- Strong writing and research skills
- Creative thinking and idea-generation abilities
- Ability to work in a team or independently as needed
- Ability to effectively coordinate and organize multiple projects and tasks
- Proficient in public speaking
- Proficient in basic computer programs and skills, including Microsoft Office and Google Suite
- Proficient in social media platforms, especially Facebook and Instagram
- Experience coordinating events

## **Desired Skills and Qualifications:**

- Experience with graphic design and website management, especially WordPress
- Experience with Constituent Relation Management Systems (CRMs), especially Little Green Light
- Experience with mass email systems, especially MailChimp
- Experience coordinating volunteers