



Position Description: Community Outreach Specialist

Position Overview

The Community Outreach Specialist will be responsible for development, implementation, management, and evaluation of Center communications with the larger community, including communication both *from* the Center regarding our programs and opportunities and *to* the Center in the form of registrations, inquiries, program feedback, and offers of support.

In their role as primary interface between the Center and the community, the Community Outreach Specialist will have regular hours at the Center, fielding inquiries and interacting with the public, whether here for programs or as casual visitors. They will be knowledgeable about all current and upcoming activities at the Center and well-versed in the vision, mission, goals, and history of the Center, as well as able to communicate those appropriately to a variety of audiences and in a variety of contexts.

Major Responsibilities

- Promotion and Marketing (40%)
 - Development, implementation, management, and evaluation of overall Center Communication Plan, including short and long-term strategies
 - Development and publication of promotional materials and documents for general Center operations and individual programs, including posters, flyers, and brochures
 - Development and distribution of marketing and promotional pieces through a variety of outlets, including print, radio, television, and social media
 - Management of media presence, including print, radio, television, and social media
- Community Outreach (20%)
 - Development and maintenance of booth materials; exhibitor presence at community events
 - Engagement with visitors to the Center during formal and informal programming
 - Representation of Center at on and off-site meetings with community partners
 - Identification, connection, and cultivation of relationships with community partners, both organizations and individuals
- Events and festivals (15%): Assistance with design, promotion, preparation, setup, management, and evaluation of festivals, fundraisers, and other special events
- Administration (15%): Assistance with:
 - Development, maintenance, and tracking of program registration
 - Management of volunteer program, including answering inquiries, conducting initial interviews, and maintenance of volunteer information
- Development (10%): Communication with existing and potential donors, including Center members, about opportunities for support

Qualifications

Required:

- Degree or equivalent experience in public relations, marketing, communications, or related fields.
- Experience creating, editing, and distributing communication materials to the community, including specific experience in desktop publishing, social media management, and customer service
- Ability to navigate and interact with databases and other information management systems
- Excellent verbal and written communication skills
- Ability to work independently and as part of a team
- Self-motivated and adaptable as part of a small, growing organization
- Passion for the natural world

Preferred:

- Experience with any or all of the following
 - Event management
 - Volunteer programs
 - Development
- Familiarity with nature education, conservation, outdoor recreation, or related fields

Expectations

- Regular hours during weekdays with occasional event work on evenings and weekends
- 30-40 hours / week, year-round
- Pay is hourly, position is non-exempt. Some benefits available.

Process

Please submit cover letter, resume, references, and sample work via email or box mail to:

Carolyn Sevier
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7026 South Billings Blvd
Billings, MT 59101