



2776 Sullivan Road
Sebastopol, CA 95472

707.823.5244
www.GoldRidgeRCD.org

JOB OPPORTUNITY: COMMUNITY ENGAGEMENT COORDINATOR

Employer: Gold Ridge Resource Conservation District

Work Location: Main office near Sebastopol, Sonoma County, California, with option for partial remote work

Status: Non-Exempt/ 0.5-1.0 FTE (20-40 hours/week) including some evening and weekend hours.

Compensation: Starting pay rate \$26.07/hour-\$31.13/hour, (annual full-time salary \$54,232 - \$64,756), depending on experience

Posting Date: Friday, March 8, 2024

Applications due: Friday, April 5, 2024. Position open until filled.

Start Date: Flexible, May-June 2024

Organizational Background

Resource Conservation Districts (RCDs) are non-regulatory, local government entities organized under state law and empowered to manage soil, water, fish, and wildlife resources for conservation. In existence since the 1940s, RCDs are local grassroots conservation delivery systems that identify local conservation problems and guide solutions on a voluntary basis. RCDs have staff with expertise in a wide variety of natural resource and agricultural disciplines, education and outreach, policy, and fundraising, and are governed by Boards of Directors that are local landowners.

Position Summary

The Gold Ridge Resource Conservation District in Sonoma County, CA, is seeking a Community Engagement Coordinator with communications or marketing experience to lead our programmatic public outreach and assist with administrative responsibilities. Engagement efforts will foster relationship building, collaboration, and promote equitable access to our services for our constituents.

Essential functions

Outreach responsibilities (approximately 80%)

The Community Engagement Coordinator works closely with Gold Ridge RCD staff and partners to:

- Develop and maintain an effective public communications and engagement strategy. Identify and respond to opportunities to authentically engage our constituents. Engagement aims to be just, equitable, respectful of diversity and inclusive (JEDI). The Coordinator will support an engagement strategy that makes RCD programming accessible to all community members, regardless of their

ethnicity, gender or gender preference, location or any of the other characteristics that define the broadly diverse land managers we serve in the District.

- Coordinate community events, meetings, and workshops to engage the public on natural resources conservation issues, in coordination with programming staff.
- Produce branded marketing and outreach materials that communicate the work of the organization and educate and inform community members of current events, research, and initiatives: Monthly (digital) and annual (print) newsletters, social media content (Facebook, Instagram, NextDoor, Medium, YouTube), Powerpoint presentations, public-facing reports, mail campaigns, press releases, and more.
- Analyze engagement metrics and implement improvements to increase readership.
- Maintain and improve the RCD's brand.
- Manage the [RCD's WordPress website](#), including compliance with State accessibility requirements.
- Manage the RCD's annual fundraising campaign, including donor recognition.
- Review submissions to technical assistance surveys and general support request forms.
- Represent the organization externally at select conferences, workshops, meetings and events, forming and cultivating community relationships.
- Develop additional opportunities for RCD recognition including press releases, media exposure, award nominations, project tours for partners and media, etc.
- Flexibly support additional community engagement needs.

Administrative responsibilities (approximately 20%)

- Prepare for monthly Board of Directors meetings, which includes: developing agendas, acquiring materials, setting up equipment for online public and staff participation, preparing and distributing Board packets, recording minutes, and publicizing Board meetings as required by law.
- Inventory, maintain, and coordinate orders for office supplies.
- Receive, log and distribute all incoming mail and coordinate outgoing mail, including courier services, postage meter account, and interoffice mail distribution.
- Maintain software (e.g. Adobe Acrobat subscriptions) and hardware (e.g. Xerox printer) for office operations. Coordinate with IT consultant for advanced maintenance requests.
- Flexibly support additional administrative needs.

Minimum Qualifications

- Bachelor's degree in marketing, public relations, communications, or related field, *or* relevant experience equivalent
- Minimum two years of experience in community engagement or related field
- Demonstrated excellent verbal and written communication skills to communicate with landowners, community groups, government agencies, the general public, or news media
- Ability to develop and conduct presentations and facilitate meetings
- Ability to prioritize and multitask efficiently
- Knowledge of community engagement tools and techniques
- Proficiency in Microsoft Office suite, social media platforms, website management
- Able to think creatively and develop innovative solutions
- Strong organizational and coordination skills

- Able to work independently and as part of a team
- Commitment to cultural sensitivity and diversity in the workplace
- Possession of, or ability to obtain, an appropriate, valid CA Class C driver's license and automobile insurance.

Desired Qualifications

- Proficiency in Spanish
- Experience with WordPress, Canva, PhotoShop, Adobe Acrobat
- Training and/or relevant experience implementing JEDI (Justice, Equity, Diversity, and Inclusion) principles and practices

Work Environment

This position allows for partially remote work as responsibilities allow. Required in-person attendance of monthly board meetings held in the Gold Ridge RCD office (Graton, CA) and several events. Our office is in an old farmhouse situated on an orchard and vineyard property down a gravel road. There is no regular public transportation to our office, but some staff enjoy biking to work. Work may occasionally be performed outdoors in remote areas.

Compensation

Financial compensation will be \$26.07/hour-\$31.13/hour depending on experience. The incumbent will be eligible for enrollment in the RCD group health insurance and dental/vision plan with an annual employer contribution equivalent to 100% employee-only coverage for full time employees, of an RCD selected medical plan. After 1,000 hours of work, employees will also be enrolled in an RCD sponsored retirement plan through CalPERS and can enroll in an optional Nationwide 457b retirement account. Additional benefits include 104 paid-time-off hours equal to 13 days which accrue uniformly throughout the year, and 11 paid holidays.

Application Procedures: Please submit cover letter, resume, and a relevant writing sample(s) and/or outreach product(s), and three references to Rebecca@goldridgercd.org with the title "Community Engagement Coordinator" in the subject line. The first round of **applications will be reviewed Friday, April 5th, 2024. To be considered, applications must be received no later than 5:00 PM Pacific Standard Time on April 5, 2024. No phone calls.**

The Gold Ridge Resource Conservation District is an equal opportunity employer. Employment is based on qualifications and competency. We prohibit discrimination based on race, color, religion, religious creed (including religious dress and grooming practices), national origin, ancestry, citizenship, physical or mental disability, medical condition (including cancer and genetic characteristics), genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding, or related medical conditions), gender, gender identity, gender expression, age, sexual orientation, veteran and/or military status, and any other status protected by state or federal law.