



NORTHCOAST REGIONAL LAND TRUST

Application Packet for the position of: **Education and Community Engagement Manager**

About NRLT:

The Northcoast Regional Land Trust (NRLT) is a nonprofit land trust formed in 2000 by a group of people from diverse backgrounds to conserve the wild and working lands of Humboldt, Trinity, and Del Norte Counties. To date, in partnership with conservationists, ranchers, farmers, timberland managers, natural resource scientists, environmental advocates, and other community partners, NRLT has permanently protected over 56,000 acres of forest, rangelands, wetlands, oak woodlands, and vital open spaces in northwestern California.

Position Summary:

NRLT is seeking a community engagement professional with at least four years of related experience to join our growing team. The Education and Community Engagement Manager (ECEM) is a public-facing, community-oriented leader responsible for developing, planning, and implementing a comprehensive community engagement program including environmental and agricultural education programming for K-12 students, interpretive tours and events, community volunteer stewardship work days, a volunteer ambassador program, as well as communications related to these programs (social media, fliers, etc.). The ECEM must be able to manage a wide range of responsibilities and connect with a diverse audience of community members, school groups, businesses, donors, and agency and landowner partners. They will also work to identify, engage, and retain new audiences to increase awareness and deepen connections with NRLT's work. The ECEM reports to the Outreach & Development Director and works collaboratively with other NRLT staff.

Staff at NRLT enjoy a flexible schedule, excellent benefits, and a casual work environment. Staff are supported by, and get the opportunity to work with, a dynamic community of volunteers, landowners, and other land trust partners. We recognize that diverse teams make the strongest teams and encourage people from all backgrounds to apply.

Availability: Position available June 1, 2022

Hours: 20 hours per week

Starting Pay Range: \$21-\$27 per hour, depending on experience

Benefits: 13 paid holidays, two weeks paid vacation per year; paid sick leave; eligibility for enrollment in organization's health insurance plan (50% of premium is paid by the organization for part-time employees) or a benefits stipend; up to 3% matching contribution for retirement plan.

Position open until filled. First application review date: Monday, May 23, 2022.

Essential Job Functions:

1. Building Community for Conservation

- Build collaborative relationships with community partners to support equitable and inclusive public events that deepen community members' connection to NRLT's work
- Develop and lead guided interpretive tours and events
- Coordinate and conduct inclusive hands-on stewardship events; train, manage, and support volunteers in executing hands-on stewardship and restoration projects
- Develop and implement a volunteer ambassador program to engage volunteers more deeply on the land

- Conduct volunteer recruitment and pre/post event media outreach in collaboration with Outreach and Development staff
- Produce content across an array of platforms such as brochures, fliers, social media, live-stream, and in-person events to inform target audiences and increase community engagement
- Ensure health and safety of community participants
- Work with and support other departments to create, plan, and execute digital and in-person events and other engagement opportunities
- Collect, organize, and report on audience engagement metrics for NRLT's volunteer database and grant reporting metrics as needed; help ideate and implement new community engagement strategies

2. Environmental and Agricultural Education Programming

- Prepare for and conduct environmental and agricultural education programming for K-12 students that aligns with NRLT's commitment to land conservation, forest and agricultural production, local producers, habitat restoration, and fostering a deep connection to the land
- Update all curriculum/materials including curriculum handbooks, coordinator manuals, teacher evaluations, and related resources
- Oversee coordination and scheduling of school visits through email and phone communications with appropriate school staff
- Recruit, train, and oversee volunteers and/or staff to support program delivery
- Ensure health and safety of participating students, teachers, parents and volunteers
- Maintain and properly store program equipment and supplies
- Contribute to grant writing efforts to secure funding for curriculum-based environmental education programs engaging students in land and water conservation, habitat restoration, agriculture, and land management
- Collect, track, and report on student participation and education-related data to ensure proper reporting for funders and supporters

3. Supporting Land Conservation & Stewardship

- Conduct stewardship (management, restoration and enhancement) of NRLT-owned properties
- Contribute to ongoing maintenance of the Freshwater Farms Reserve nature trail and trailhead, signage, and other public access features

Organizational Responsibilities:

- Attend and participate in relevant staff, Board and/or committee meetings
- Participate in staff development activities and trainings as needed to complete job duties or as required by NRLT
- Develop and maintain positive, effective working relationships with fellow staff, board members, advisors, volunteers, and other land trust partners

Qualifications:

- A genuine interest and enthusiasm for the conservation of wild and working lands
- Preferred four-year degree or an equivalent combination of relevant education, training, and expertise sufficient to perform the essential duties of the position
- Excellent interpersonal skills and ability to positively represent NRLT in public venues, including public speaking

- Ability to work with sensitivity and without discrimination towards peoples of diverse perspectives, cultures, races/ethnicity, socio-economic positions, ages, religions, genders, physical/mental challenges/disabilities, and sexual orientations
- Knowledge and understanding of northwestern California
- Knowledge of the principles, methods, and techniques of environmental education and preferred familiarity with forest and agricultural management practices
- Strong ability to lead and engage K-12 students in classroom and outdoor settings
- Experience leading recreational and interpretive activities
- Ability to work independently and as part of a collaborative team
- Strong written and oral communication skills
- Strong organizational and project management skills
- Experience with social media channels (i.e. Instagram, Facebook) and ability to identify and adapt to new technologies and public engagement platforms
- Experience with producing creative and dynamic graphic, audio/video, and other digital content across a wide array of platforms
- Experience producing and running virtual events on Zoom and other digital webinar platforms
- Experience with website management preferred
- Experience in grant writing and reporting preferred
- Photography and videography experience preferred
- Bilingual in English/Spanish preferred

Physical Requirements and Travel:

- Able to work on a computer for up to 8 hours a day, including sitting (or standing) at a desk for extended periods; to read a computer screen; and manual dexterity to operate a keyboard
- Able to work outdoors in a variety of weather conditions
- Weekend work will sometimes be required.
- Valid driver's license and proof of auto insurance required
- Familiarity with and ability to use basic hand tools (loppers, shovel, etc.) for land stewardship activities
- Able to occasionally lift objects weighing up to 30 pounds

Location:

At NRLT's office in Arcata, California (ability to work remotely part of the time is negotiable)

How to Apply for the Position:

Position open until filled. First review date of applications: Monday, May 23, 2022.

Applicants must submit the following electronically as a combined PDF to info@ncrlt.org

1. Application cover sheet (see attached)
2. A brief cover letter
3. Resume
4. List of at least three professional references
5. Additional supporting documents: please provide at least two examples of outreach materials relevant to this position (e.g. audio/visual, social media post, flyer, etc.)



NORTHCOAST REGIONAL LAND TRUST

APPLICATION COVER SHEET

GENERAL INFORMATION

Name (Last)	(First)	(Middle Initial)	Primary Telephone ()
Address (Mailing Address)	(City)	(State)	(Zip) Other Telephone ()
E-Mail Address	Are you legally entitled to work in the U.S.? <input type="checkbox"/> Yes <input type="checkbox"/> No		

POSITION

Education and Community Engagement Manager	
I understand that this position may require driving and I am able to furnish a valid driver's license and proof of auto insurance: <input type="checkbox"/> Yes <input type="checkbox"/> No	Work Start Date (<i>When will you be available to start work?</i>):
How did you hear about this position?	Salary desired for this position:

I hereby certify that all entries on this job application and any attachments are true and complete. I also agree and understand that any falsification this information may result in my forfeiture of employment. I understand that all information on this job application is subject to verification and I agree that you may contact references and educational institutions listed on this application.

Signature of Applicant _____ Date _____