



JOB DESCRIPTION

JOB TITLE: Outreach Coordinator
STATUS: Full-Time, Salaried, Exempt
DATE REVIEWED: September 2018

POSITION SUMMARY

The Outreach Coordinator is a self-starter with the ability to execute CRBI initiatives with limited supervision through community involvement, event planning and promotion of our online presence. Under the leadership of the Executive Director, this individual specifically acts as a liaison between CRBI and local civic and government associations to promote CRBI efforts; develops and leads educational programs; plans, coordinates and attends CRBI events and effectively promotes CRBI's online and social media presence.

QUALIFICATIONS

EDUCATION

REQUIRED: Associate's degree or applicable mix of education and experience
PREFERRED: Bachelor's degree in related field

EXPERIENCE

REQUIRED: Marketing or event coordination
PREFERRED: Previous experience in a nonprofit work environment

KNOWLEDGE, SKILLS & ABILITIES

REQUIRED

- Excellent interpersonal and organizational skills
- Excellent communication skills with the ability to express ideas verbally and in writing in public, private, professional and nonprofessional environments
- Computer, MS Office and strong social media skills
- Ability to work effectively with a diverse range of backgrounds and perspectives including the general public, volunteers, board members, government and civic associations and community leaders
- Ability to demonstrate passion and enthusiasm for clean water initiatives and to elicit engagement and excitement in others
- Ability to paddle and swim

PREFERRED

- Knowledge of environmental preservation practices and policy
- Familiarity with social, business and political segments of the City of Rome and/or within the Basin
- Water safety skills and knowledge

LICENSES, CERTIFICATIONS & MEMBERSHIPS

REQUIRED

- Valid Georgia Driver's License with satisfactory MVR
- Adopt-A-Stream Water Monitoring Certification within 90 days

PREFERRED

- CPR Certified

ESSENTIAL DUTIES & RESPONSIBILITIES

- Maintains and promotes CRBI's online and social media presence to increase public awareness of our advocacy efforts, events and community engagement initiatives.
- Develops, coordinates and executes events that are entertaining and interactive, engaging a wide range of participants to promote the visibility of CRBI and help meet our standards of community involvement, fundraising and environmental stewardship.
- Develops, coordinates and executes educational programs through schools, learning institutions, workshops and public forums to help promote CRBI's presence and initiatives.
- Develops, coordinates and participates in CRBI paddle trips to include planning and promoting to attain the utmost participation levels; providing, loading and utilizing CRBI rental vessels appropriately and guiding and/or leading the paddle experience while ensuring compliance with water safety standards.
- Acts as a liaison for CRBI with other environmental and community advocacy groups as well as civic and government associations, cultivating support with outreach efforts, communication and attending meetings.
- Recruits, engages and mobilizes volunteers, growing a support base of local advocates.
- Supports stakeholders and assists with ongoing communications and updates.
- Helps to identify opportunities for community engagement.
- Maintains regular office hours so that the CRBI office is open and accessible to the public, providing excellent customer service to walk-ins, visitors and guests.
- Other duties as assigned.

WORKING CONDITIONS

TYPICAL PHYSICAL DEMANDS

Normal work environment is an office setting that requires sitting, standing, walking, bending, lifting and carrying objects up to 20 pounds. Outdoor work environment requires bending and lifting objects up to 50 pounds. May require strenuous walking on land and around wetlands and paddling on rivers, lakes and other bodies of water. Drives CRBI or personal vehicle to various locations. CRBI's vehicles include a large truck, a 15-passenger van and a 3-tier kayak/canoe trailer that is usually towed by the van and requires proficiency in handling.

WORK ENVIRONMENT

Work is performed both indoors and outdoors. Indoor office environment is well lit, heated/cooled and ventilated. Outdoor work includes exposure to heat, cold and varying weather conditions and is often performed in/on wetlands, rivers, lakes and other bodies of water.