



UPPER WILLAMETTE

SOIL & WATER CONSERVATION DISTRICT

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Media & Outreach Specialist Job Description

Reports to: Fiscal Manager

Employment Status: At Will Employee

Starting Salary: \$19.71 - \$23.51 DOE

Work Location: District Office in Eugene, Oregon

Eligible for Overtime Pay: As a part time position, this is not eligible for overtime pay.

FTE: 0.5

Last Updated: January 2022

General Position Summary

This position serves as the main point of contact for the District's social media and outreach program. This position is responsible for coordinating and executing the District's social media strategy, working across key social media platforms including Facebook, Twitter and Instagram. This position is also responsible for keeping the District website updated and meeting special district standards. In addition to these responsibilities, this position oversees the design and formatting of the District's public materials including, but not limited to, the Annual Report, quarterly newsletters, event flyers and promotional materials. The Media & Outreach Specialist will work closely with other staff to promote events and projects the District is involved with. This role is instrumental in increasing the District's social media presence and gaining visibility for the District within the community. This position is located at the office of the Upper Willamette SWCD in Eugene, Oregon although telecommuting may be required during the current health emergency. The Media & Outreach Specialist is supervised by the Fiscal Manager.

Essential Functions:

Social Media Coordinator (40%)

- Execute a results-driven social media strategy
- Develop and curate engaging content for social media platforms
- Assist in the creation and editing of written, video, and photo content
- Attend events and produce live social media content
- Coordinate with staff to accompany to project sites for content creation
- Maintain unified brand voice across different social media channels
- Produce, maintain and execute schedule for social media
- Interact with users and respond to social media messages, inquiries, and comments
- Review analytics and create reports on key metrics

Website Coordinator (25%)

- Maintain and update website as needed
- Work with Administrative Assistant to post meeting notices, agendas, and minutes on website, according to legal requirements
- Work with Fiscal Manager to post budget and financial documents, according to legal requirements
- Perform other duties as assigned

Marketing Materials & Design (20%)

- Create press releases for district work awareness
- Design, format, and distribute Annual Report
- Schedule, design, format and distribute District newsletters
- Create and distribute event flyers for District events
- Utilize Mailchimp for distribution of District materials
- Design and order promotional materials

Organizational Support (10%)

- Lead the annual poster contest with area schools
- First point of contact for staff IT concerns
- Attend and participate in Staff and Board meetings and other events as designated; provide monthly staff reports and timesheets
- Support District planning processes as needed, including annual budget input, annual work plan, and District Strategic plan
- Work as a team member with district staff and board members to represent and forward UWSWCD's Vision, Mission, Organizational Values and Strategic Goals.
- Represents District at partner meetings, events, conferences
- Perform other duties as assigned

Professional Development (5%)

- Pursue professional and personal development opportunities
- Participate in Diversity, Equity, and Inclusion training and development

Working Conditions and Physical Demands

- The position involves occasional travel to project sites.
- This position requires extensive computer work. This includes using a keyboard and mouse and reading a screen for long periods each day. Frequent handling of papers, files and other documents is also required.
- This position will have an assigned desk, telephone, and computer at the District office. The District office is the primary work station for this position, and is a smoke-free and drug-free environment. **During the current health crisis, partial or complete remote work may be required.**
- Attendance at evening meetings and events may be required. Occasional overnight travel to attend conferences and trainings may be required.

Minimum Qualifications

- Experience in and/or proven knowledge of Social Media Marketing.
- Proficient in content management tools, social media platforms, and WordPress.
- Computer proficiency required, experience with Microsoft Office preferred.

- Working knowledge of IT is preferred.
- A commitment to the principles of Diversity, Equity and Inclusion is a requirement of all District staff. Previous experience or training in DEI is highly valued.
- Must have valid driver's license.

Job Skills

- The ideal candidate will have demonstrated knowledge and experience overseeing and/or implementing social media and website programs.
- Ability to take a collaborative, problem-solving approach to the work, while also consulting with District staff and partner staff to ensure compliance with District, state, and local jurisdiction guidelines.
- Ability to work effectively with a variety of staff, including NRCS and District staff and partner organizations.
- Strong written and oral English communication skills sufficient to prepare content for social media, website, and promotional materials, as well as communicate effectively with other staff.
- Excellent time management and organizational skills required.

Diversity, Equity, and Inclusion

- The District's work will only be successful if we are able to partner with all facets of the community, engage with respect, authentically listen, and have the courage to share decision making, control, and resources with others. The District is committed to continuously evaluating and updating our programs to better serve people and communities of color. In recognition of the need to address unconscious bias, remove cultural barriers in our programs and eliminate disparities in our work, the District's Board of Directors is working toward a vision for racial equity, the need for it, and how the District will hold itself accountable.
- This position supports diversity, equity, and inclusion by incorporating the principles of equity and inclusion in all aspects of the job and by participating in provided, self-directed, or self-initiated diversity, equity, and inclusion trainings.