EDUCATION AND COMMUNICATIONS COORDINATOR JOB POSTING

The Conservation Federation of Missouri is seeking an Education and Communications Coordinator. CFM is the oldest and largest 501(c)(3) nonprofit natural resource conservation organization in Missouri, with over 2,700 individual members and 100 affiliate organizations. Created in 1935, CFM is a critical leader in furthering the interests of conservation, natural resource management, and outdoor recreation in Missouri and is an affiliate of the National Wildlife Federation.

The Education and Communications Coordinator is responsible for developing and implementing youth initiatives and public outreach at CFM that directly promote our mission. The Education and Communications Coordinator shall manage the Conservation Leadership Corps (CLC), Missouri Collegiate Conservation Alliance (MCCA), Young Professionals, website and social media content development and distribution, and event participation.

The Education and Communications Coordinator must be competent in interpersonal and written communications. They must be willing to travel to colleges and universities across Missouri to develop and expand the presence of CLC and MCCA. They must be competent in social media, website management and media outreach. They must be able to assist in organizing and working CFM events. This person must also have a passion for conservation and a strong desire to make a difference by supporting the CFM mission. The Education and Communications Coordinator will complete other duties deemed necessary by the Executive Director.

Travel is required, but mainly within Missouri. Some nights and weekends will be required.

This position reports to the Director of Operations and is based in Jefferson City, Missouri, at the CFM office.

To apply, submit a cover letter and resume by Friday, June 24, 2022, to: mhaymaker@confedmo.org.

Job Duties

Education:

- Serve as the primary youth coordinator, focusing on the Conservation Leadership Corps (CLC) management. Further develop the Missouri Collegiate Conservation Alliance (MCCA), and participate in the Confluence of Young Conservation Leaders (CYCL). The Education Coordinator will also oversee and coordinate the growth of the CFM Young Professionals (YP) group.
- Manage and work with the Youth Conservation Action Committee (YCA).
- Plan events for the Conservation Leadership Corps (CLC), including convention, fall workshop, CLC stream team float, Prairie Fork work days and other related events.
- Work with CLC students to encourage leadership opportunities.
• Encourage CLC students to attend and volunteer at events.
• Maintain alumni list of CLC students and continue periodic communication.
• Develop and manage relationships with universities and conservation professionals across the state.
• Attend career fairs and back-to-school events to promote CLC and MCCA.
• Actively engage in the Legislative Committee as a resource to work with MCCA.
• Develop a solid committee of students to lead MCCA.
• Seek fundraising opportunities and pursue grants to support CLC, MCCA, CYCL and YP.
• Help with planning and execution of all CFM events and functions.

Communications:

• Manage coordinated digital communications to highlight awareness of conservation and natural resource topics, event promotion, public relations and media outreach through the website, social media (Facebook, Twitter, Instagram, LinkedIn and YouTube) and newsletters. Build followers and interactions on social media accounts.
• Maintain and update the website and web pages with event information, press releases, magazine and blogs, Business Partners and Affiliate information, online store, staff, board, committees and more.
• Monitor and utilize information provided by Google Analytics to increase traffic on the website.
• Develop and distribute press releases and a bi-weekly newsletter.
• Work with the Membership Manager to integrate Constant Contact and Donor Perfect.
• Develop and maintain a current media list and ensure timely communications.
• Promote, create, distribute and upload various forms of electronic media.
• Learn and assist team members utilizing the Legislative Action Center software and platform.
• Assist in coordinating aspects of CFM’s bi-monthly printed magazine, Conservation Federation.

Qualifications and Experience:

• Bachelor’s degree, preferably in Education, Communications, Business, Conservation/Outdoor Recreation, or a closely related field.
• Successful experience in some form of education and/or youth programming.
• Excellent interpersonal, verbal, and written communication skills.
• Experience using various social media and communication platforms.
• Exceptional organizational skills with the ability to lead, direct, and coordinate students and committees.
• Proficiency in the use of technology, including Microsoft Office applications.
• Excellent driving record.

Salary and Benefits:

• Excellent Health coverage package.
• Dental coverage.
• Retirement plan with company match (401K).
• Salary is commensurate with education and experience. The base salary is $36,000-$44,000.