



AmeriCorps
Ohio



SERVE OHIO
Ohio Commission on Service and Volunteerism

NOWCorps Communications, Outreach, and Marketing Specialist

Contact for interested Members: Julie Stark, NOWCorps Program Manager at julie@tinkerscreekwatershed.org or 330-963-6243. Applications preferred by July 15, 2021, but position is open until filled.

Tinker's Creek Watershed Partners (TCWP) is a non-profit, 501(c)(3) watershed organization officially established in 2006. Our mission is to protect and restore water quality and habitats of the Tinker's Creek watershed through community partnerships. The Tinker's Creek watershed drains 96.4 square miles and is the largest tributary to the Cuyahoga River. The watershed area spans 24 communities in Cuyahoga, Summit, Portage, and Geauga counties.

Together with our partners, **Western Reserve Land Conservancy** recognizes the importance of maintaining water quality throughout Northern Ohio. We also believe in educating the public and regional leaders to support behavioral changes that positively affect our water resources. The Northern Ohio Watershed Corps (NOWCorps) works with watershed groups, soil and water conservation districts, city and county government offices, and other conservation nonprofits to facilitate outreach, education, capacity building, environmental stewardship, and stormwater management.

Skills and Qualifications: Must have a high school diploma or GED. Must have a valid driver's license, be insured, and have own transportation; eligible mileage will be reimbursed for service-related travel. Must successfully pass a comprehensive background and criminal investigation check. Must possess or plan to pursue a college degree or equivalent in education, tourism, economic development, biology, natural resources, planning, marketing, or similar. Must be self-motivated and able to work independently and in a team emphasizing teamwork, collegiality, respect, and excellence. Experience working with volunteers preferred. Must have excellent written communication skills, including knowledge of industry standards in proofreading and editing using AP Style. Must possess good organizational and communication skills, be capable of working with little supervision, and have proficiency in Microsoft Office products. Knowledge of Adobe Creative Cloud, photography, and social media management preferred. Usual hours of service will be M-F during regular office hours of 8:00am-5:00pm. The ability to serve flexible hours, including some evenings and weekends, is needed. Scheduled hours may fluctuate, increase, or decrease in consideration of seasonal changes such as inclement weather or other extended activities.

The NOWCorps member will receive programmatic training in addition to site specific training. Programmatic training is provided monthly and covers a variety of topics. Training content may include, but is not limited to first aid, CPR, volunteer engagement, native species planting techniques, stormwater permit requirements, minimum control measures, facilitating public involvement, public education, and Good Housekeeping.

Location: **Western Reserve Land Conservancy, 3850 Chagrin River Road, Moreland Hills, Ohio 44022**
Reports to: **WRLC Director of Communications and Public Relations**

Duties and Responsibilities of the AmeriCorps member:

General Member Responsibilities

- Promote the Northern Ohio Watershed Corps through education and outreach activities
- Enhance skills and knowledge applicable to position through participation in related workshops, conferences, and training
- Assist with fundraising designed to raise funds for activities such as member retreats and other program related projects (these efforts will not contribute to general operating costs for the organization or Host Sites)
- Attend all NOWCorps required meetings and trainings
- Complete activity reports monthly, required timesheets weekly, and any other reporting in a timely manner in the OnCorps online system
- All other duties as assigned within the limitations of this member description

WRLC Duties and Responsibilities:

This position will support the communications, outreach, marketing, and public relations efforts of Western Reserve Land Conservancy. The Specialist will work closely with many different departments within the Land Conservancy to serve their communications and marketing needs, increase regional support, and strengthen our position as Ohio's leading land trust. Specific areas of responsibility include:

- Marketing and Graphic Design
 - Assist with the creation of brochures, invitations, white papers, newsletters, and other collateral materials for print and online publication.
 - Perform general updates and maintenance to the Land Conservancy's website, building landing pages, posting press releases, drafting property marketing materials, and more. *Must be knowledgeable in or have a desire to learn Adobe Creative Suite – specifically InDesign, Illustrator, and Premiere Rush.*
- Social Media Management
 - Assist with posting content in the Land Conservancy's Facebook, Twitter, Instagram, YouTube, and LinkedIn social media accounts.
 - Assist with managing, organizing, and tracking/analyzing "boosted" social media posts.
 - Take photos at events for social media.
- Community Engagement
 - Support the Land Conservancy's Tree Team with tasks related to a variety of online and in-person events such as tree plantings, Arbor Day celebrations, and other tree-related activities.
 - As needed, support other Land Conservancy events, including Conservation Celebration, Vibrant Places series, Stewardship Events, and more.
 - Assist with volunteer recruitment and engagement and track volunteer hours
- Content Development
 - Assist in writing web content, press releases, project summaries, email newsletters, Annual Report and Landline stories, social media content, and more.
 - Take and edit photos and videos as applicable.
- Related Responsibilities
 - Assist with office procedures including but not limited to data entry, RSVPs, outgoing calls, emails, filing, and reports.

Additional activities that fall within the goals of the program may be assigned with approval of the member, site supervisor, and NOWCorps staff.

Additional information: The **Western Reserve Land Conservancy** office is accessible to individuals with disabilities. **Western Reserve Land Conservancy**, Tinker’s Creek Watershed Partners, and the Northern Ohio Watershed Corps will adhere to all regulations concerning nondiscrimination and equal opportunity regulations as outlined in federal and state law. This program will be made available to all without regard to race, color, national origin, sex, age, disability, political affiliation, sexual orientation, gender, gender identity and expression, marital or parental status, genetic information, military service, and religion.

Physical Requirements and Work Environment

The physical requirements and work environment described here are representative of those that must be met by an individual to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires the following:

- manual dexterity sufficient to operate telephones, computers, and other office equipment
- physical ability to kneel, bend, and perform light lifting
- ability to write and speak clearly using the English language to convey information and be able to hear at normal speaking levels both in person and over the telephone
- specific vision abilities required include close vision, depth perception, and the ability to adjust focus

Generally, the working conditions are good with little or no exposure to extremes in health, safety hazards, and/or hazardous materials. Though work is often performed in an office setting, this person must have the ability to travel as required to work with Host Site staff/board, volunteers, other members, and the public, participate in conferences and outdoor activities.

Benefits: Member position begins October 4, 2021 and ends September 30, 2022. The member will be provided with an orientation October 4-8, 2021 and relevant training monthly. This position is a **full-time member** position and requires a minimum of 1,700 hours of service over the service period. The member will receive a stipend of no more than \$15,100.00, and the stipend will be paid biweekly. The member is also eligible for health insurance through this position and may qualify for childcare assistance. If the term of service is completed successfully, the member may be eligible for an educational award of \$6,345.00. The member will not be an employee of Western Reserve Land Conservancy and is not entitled to any of the benefits or compensation WRLC provides to its employees.

The below signed recognize this as the Member Position Description and that the Member is to perform the duties detailed above during their Member Service Year. The below signed recognize that activities outside of the scope of this description require prior written approval by all the below signed prior to execution of those activities.

NOWCorps Member Signature

Host Site Supervisor Signature

NOWCorps Staff Signature