



**Friends of the Winooski River**

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Communication and Outreach Coordinator Job Description  
Applications due January 20, 2016

**The Friends of the Winooski River:** The Friends of the Winooski River (the Friends) is dedicated to the protection and restoration of the Winooski River. Our goals are to reduce pollution, improve habitat, increase river stability and encourage passive and sustainable enjoyment of the river. The Friends achieve these goals through restoration and protection projects; education and outreach and monitoring and assessment. We work in partnership with local communities as well as other nonprofits and state and federal agencies as relevant to a given project. For more information about the Friends, please visit [www.winooskiriver.org](http://www.winooskiriver.org).

**Position overview:** The Communications and Outreach Coordinator (the Coordinator) is a part-time, year-round position. The Coordinator will be responsible for organizing and executing education and other public events and managing and expanding the Friends communications including newsletter development and social media presence. The Coordinator will assist with other projects as needed including field work such as riparian plantings and water quality monitoring.

**Location:** At least initially, this will be a home based position as the Friends do not maintain a central office at this time. If the Friends' do obtain an office, it will most likely be in Montpelier. The majority of the Coordinator's work at events and programs will be in Washington County with the remainder in Chittenden County.

**Responsibilities:**

*Education and Events*

The Friends organize and host numerous education programs and events throughout the year. The Coordinator will be responsible for:

- the logistics of scheduling and promoting the program or event;
- managing registration and contact with the participants;
- recruiting and managing volunteers;
- securing and transporting materials and supplies to an event as needed;
- coordinating with partners; and
- ensuring the event runs smoothly.

Depending on the content of the program or event, the Coordinator may be responsible for delivery of program content. Some examples of Friends' events include river clean ups, build you own rain barrel workshops, public/school presentations and the Onion River Race and Ramble.

*Communication/Outreach*

As a non-profit organization, communication and outreach is critical to our mission from both a public awareness standpoint and as a means of raising financial and volunteer support. The Coordinator will be responsible for:

- Maintaining fresh content on our website and Facebook page;

- Producing the Friends' newsletter including writing original content and soliciting content from others;
- Maintaining the Friends' email database and the mailing database;
- Cataloguing new photos and videos;
- Expanding and improving the Friends use of social media and traditional media; and
- Developing and implementing new outreach programs

**Skills and Experience:**

The ideal candidate will have the following communications and organizational skills:

- A high degree of comfort with verbal communications in both one-on-one situations as well as public speaking.
- The ability to write and verbally communicate clear and concise directions and instructions for participants, volunteers and partners.
- The ability to write original engaging content for our website, newsletter and Facebook page.
- The ability to put together and execute program and event work plans.
- The interest and ability to work with numerous partner organizations and individuals in developing, promoting and executing programs and events.
- Experience working with and integrating social media including Facebook, Twitter, Instagram and Google+.
- Experience with word processing, spreadsheet and database software.
- Experience with updating a content management website and a mass email package (preferably Constant Contact).
- Access to reliable transportation and the ability transport a modest amount of supplies to various events.
- Experience with grant writing and other fundraising is plus.

A candidate with a degree in or experience working with natural resources, particularly water resources, is preferred and personal knowledge and understanding of the Winooski watershed is highly desirable. However, we are willing to provide professional development on subject matter to a motivated individual with strong communication and organizational skills.

**Administrative details:** Because of the nature of the Friends' work, the hours will be spread somewhat unevenly through the year, but will generally average 12-16 hours per week. The highest concentration of work will be in April, May, June, September and October. Compensation is dependent on experience. Work hours are flexible. The Coordinator must be available for evening meetings and weekend events. The Coordinator will be supervised by the Executive Director but will also work closely with the Friends Project Manager and in some cases, the Board.

This position has the potential for growth over next several years. Highest priority will be given to applicants that are interested in long-term part-time work.

Applicants should submit a cover letter, resume and writing sample via email to [info@winooskiriver.org](mailto:info@winooskiriver.org). The writing sample (no more than 300 words) should be written in the form of a press release on the value of the work of the Friends of the Winooski River and why and how an individual should support the Friends. Applications should be submitted by January 20 2016.