



Outreach and Communications Programs Manager

Posted: November 2, 2021

Position Description:

This position is part of Harpeth River Conservancy's (HC) strategic growth plan to expand the number of vibrant, talented, and experienced leaders in Tennessee working together to ensure clean water and healthy rivers in Tennessee. The Outreach and Communications Manager is a full-time position that reports to the Development Director. This position requires social media management, marketing, internal and external staff and program management, and creative thinking with an overall objective of empowering and providing the tools for decision makers, communities and citizens to effectively champion clean water and healthy rivers in Tennessee.

Responsibilities of the position will include, but not be limited to:

1. Communications Coordination:

- Creating, directing, and maintaining integrated marketing to increase brand awareness.
- Directing and/or personally managing the creation of fundraising and organizational communications from start to finish (bi-weekly electronic newsletter- eblasts, mailings, online campaigns, articles, commentary, press releases, annual newsletter, website content, digital calls to action, videos, social media content, event collateral, special publications, and more).
- Creating, managing, and executing strategies for mobilizing supporters over digital channels, including web, social media, mobile, and email.
- Developing and measuring communication strategies to advance the organization's strategic objectives and mission, attract new supporters, and retain current supporters.
- Identifying trends, relevant news, and other opportunities in social media to raise awareness, engage new and current supporters, and empower them to take action.
- Preparing press releases and developing relationships with the press to facilitate coverage of campaigns and events.
- Being a spokesperson who builds relationships with stakeholders to further HC partnerships and policy work.

2. Outreach Coordination

- Execute the Outreach and Education programs of the Harpeth Conservancy. This includes managing, coordinating, and creating innovative content for monthly online programming (Conservation Conversations), monthly in person hands on /educational events (Lessons on the Rivers), the expanding the state specialty license plate program, and community tabling events among others.

- a. Manage outreach and education events as well as shape and lead new outreach and education programming.
 - b. Ensure materials and appropriate staffing, either with employees or volunteers, are available prior to, on the day of, and for any post event follow up.
 - c. Develop relationships with partner groups, organizations, event managers, corporations, and other potential HC stakeholders.
 - d. Assist with the logistics and coordination of donor, fundraising, and community events ranging from 30-700 attendees.
- Raise support via finding, writing, and procuring grant funding to fund the Outreach and Education mission of HC.
 - Manage and direct the AmeriCorps team as the HC point person with our partner sponsor. This includes attending AmeriCorps management training, ensuring all program metrics are met, as well as overseeing and mentoring the AmeriCorps team.
 - Manage education and outreach staff and volunteers.
 - Initiate and develop partnerships and relationships with local and state institutions that share the same values as HC and integrate them into our education and outreach events.
 - Recruit volunteers to assist with events, programs, and policy initiatives.

Ideal Qualifications:

- A bachelor's degree with a minimum of three or more years of relevant professional work experience
- Resident or willingness to relocate to Middle Tennessee
- Excellent computer and technological skills, including experience with Microsoft Office suite, social media platforms and software, website editing, online communication platforms, and troubleshooting skills
- Understanding of digital and content strategy with experience in building successful audience programs across various mediums
- Willingness and comfort in learning new digital tools and systems as well as evaluating new ones and training people to use them
- Exceptional creative, detail oriented, and organizational skills
- Comfortable interacting professionally with all levels of donors and supporters. Includes excellent interpersonal communication skills by phone, in person, and email
- Ability to manage multiple priorities simultaneously
- Team player with strong time management skills and the ability to meet deadlines
- Experience with volunteer management and team management skills
- Be committed to the values of diversity, equity, inclusion and justice and be dedicated to creating environmental equity and ensuring environmental justice.
- Ability to scope, assess, and vet programming with an eagerness to share ideas and help evolve content
- Solid project management skills internally and externally
- Reliable, responsible, and with the flexibility and willingness to work outside of the constraints of a standard work week, as required, including weekends and before and after scheduled hours

- Knowledge of and interest in environmental issues
- Valid Driver's License in the State of Tennessee and adequate transportation and proof of insurance
- Commitment to the mission of Harpeth Conservancy
- Ability to transport 25+ pounds and be in a stationary position for long periods of time as required for events

Additional Qualifications preferred but to required:

- Familiarity with Donor Perfect
- Graphic Design proficiency
- Public Relations experience
- Understanding of scientific concepts to aid in explanation of our work to a broad variety of audiences, both in written materials and person-to-person

Salary, Benefits, and Work Environment:

The salary base is \$42,000 with a range above based on experience. The position is based at our office in Brentwood, TN. A flexible work schedule is expected to accommodate evenings and weekends, travel and traffic. Harpeth Conservancy benefits include generous paid-time-off, Blue Cross Blue Shield of TN cafeteria health insurance plan with a pre-tax Health Savings Account, and a Simple-IRA retirement plan.

Please submit cover letter, resume and three references by email to:

Grace Stranch, the COO and Vice President of Conservation Policy at Harpeth River Conservancy, Gracestranch@harpethriver.org.

About the Harpeth Conservancy:

The Harpeth Conservancy is a science-based conservation organization dedicated to clean water and healthy ecosystems for rivers across Tennessee. Founded in 1999, our mission is to restore and protect clean water and healthy ecosystems for rivers in Tennessee by employing scientific expertise and collaborative relationships to develop, promote, and support broad community stewardship and action. Harpeth Conservancy works with landowners, businesses, community, local, state, and federal decision-makers and members to foster solutions that reduce pollution and maintain healthy areas. The rivers in Tennessee, including the Harpeth, are part of the unique freshwater river systems of the Southeast which contain some of the greatest variety of aquatic life in the world.

A State Scenic River, the 125-mile long Harpeth River flows through both rural and rapidly developing urban and suburban areas of the greater Nashville region, one of the fastest growing regions in the country. The Harpeth is one of the few entirely free-flowing rivers in the state as a result of our efforts and one of the most ecologically, culturally, historically, and recreationally significant rivers in Tennessee. However, water and land use practices critically impaired the river, cited as one of America's Most Endangered Rivers in 2015.

Over the past 20 years, the organization has broadened both the scope and geographic reach of its work as it applied lessons learned on the Harpeth to rivers and streams across the state. Supported by a broad

network of volunteers, donors, and professional staff, Harpeth Conservancy has expertise in a range of disciplines including water quality science, environmental and conservation law and policy, sustainable land use planning, agricultural best management practices, volunteer and community engagement, and others.

The organization engages in land development decisions, promotes smart growth and agricultural management practices, designs stream restoration plans, assesses sewer and drinking water challenges, conducts river studies, ensures pollution threats are removed, promotes recreation and public education, and serves as a catalyst for effective statewide conservation policies. Harpeth Conservancy uses its expertise, applied science, and relationships with landowners, businesses, residents and policy decision-makers to develop solutions inclusive of the people who live and work here.

By seeking water quality solutions developed with diverse stakeholders, Harpeth Conservancy builds broad stewardship and shared responsibility for streams and rivers that are vital for the state's economic well-being and quality of life. The Harpeth Conservancy vision is clean water and healthy ecosystems for rivers in Tennessee, championed by the people who live here. For examples of some of the major successes, see this section of our web site: www.harpethconservancy.org/about/20-years-of-success/