



Protecting Marin Since 1934

The Marin Conservation League (MCL) seeks a creative, dynamic and motivated individual to manage its communications and outreach operation.

MCL, founded in 1934, is one of Marin County's oldest and most respected grassroots conservation organizations. MCL continues to confront a daunting list of challenges in its work to protect and wisely steward Marin's unique natural resources. MCL has long defended Marin against such threats as development of natural areas, unsustainable urban growth, and proliferation of invasive species, while supporting water conservation, wetland and stream conservation, solid waste reduction, recycling/reuse, and more. Now Marin is confronted with the realities of climate change and growing impacts to communities of color. MCL's role is more critical than ever to ensure effective stewardship of natural resources, resilient neighborhoods in the face of fire, drought, and sea level rise, mitigation of greenhouse gases, and ecologically aware community members. It has never been more important that MCL advocate for the environment. Communications and outreach are essential to delivering its mission.

Office location: 175 N. Redwood Dr., Ste. 135, San Rafael, CA 94903

MCL offers a collaborative congenial office environment, flexible office hours, health, vacation, and sick leave benefits.

Submit resume attention: mcl@marinconservationleague.org

For more information please contact Martha Richter Smith

Phone: (415) 485-6257

COMMUNICATIONS AND OUTREACH COORDINATOR JOB DESCRIPTION

Communications and Outreach Coordinator (COC) brings the voice, tone, and message of MCL to its members and the greater community and supports MCL committees by communicating about their advocacy work and events. The COC is a member of MCL's two-person staff and is principally responsible for MCL's external communications. The COC works with and reports to the MCL President and supports and coordinates closely with the Office Administrator who is responsible for other staff functions, including events, membership and bookkeeping. The COC also works with MCL committee leadership, Executive Committee, and other members of the Board of Directors, as well as web and graphic design consultants, printing companies, and other outside contractors. The COC must have graphic design, web site and social media experience, along with office administration and organization skills. This is a 40 hour/week, hourly position.

PRIMARY RESPONSIBILITIES (75%)

Overall

- Develop, maintain and implement MCL's annual communications calendar for all outreach modes.
- Work with key MCL leadership to develop and implement annual communications strategies that reflect MCL's mission and advocacy, engage with existing members, and attract new members.

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- Manage acquisition of content from Directors, members, volunteers, and others for various communication formats.

Website

- Lead the development of website content and initiate regular updates on Wordpress site in conjunction with MCL leadership including leading regular meetings and communications, developing and coordinating with Directors for content, and procuring images.
- Draft and format content to keep website current and connected with MCL's events, committee education and advocacy work; ensure that calendars and events are current, and that meeting agendas, speakers, and minutes are posted in a timely manner.
- Manage relationship and workload of contracted developer.

Newsletter

- Work with Newsletter committee to coordinate timing, content, and photos for each issue; oversee design consultant or volunteer work on the MCL newsletter layout and coordinate its printing.

E-News

- Prepare and publish the regularly scheduled bi-weekly electronic bulletins (the MCL e-News) as well as additional news updates as needed with announcements of upcoming events.

Annual Report

- Produce the MCL Annual report.

Social media

- Develop a more active social media presence. Prepare and post social media postings across social media channels--such as Facebook, Instagram and other media outreach—in order to keep a positive MCL awareness in the community. Monitor responses and respond as needed.

Other

- Send out committee meeting announcements.
- Design postcards, flyers, invitations, and other publicity material.
- Edit video recordings from MCL online and in person events and post on MCL website or YouTube channel
- Track and report analytics on marketing and communications campaigns.
- Maintain electronic and hardcopy copies of marketing materials, newsletters, e-bulletins, and other records.
- Direct volunteers in communications tasks.

SECONDARY RESPONSIBILITIES (25%)

- Assist with day-to-day office operations such as light phones and office visitors.
- Provide vacation coverage for other staff member.
- Assist with mailings as required.
- Assist in the organization and execution of MCL's calendar of annual events.
- Represent MCL at functions organized by other environmental groups in Marin, as needed.
- Other duties as assigned.

QUALIFICATIONS

- Strong knowledge of media communication strategies, tools, best practices, and trends.
- Proficient in layout and design, for website, publicity pieces, postcards, and other outreach and marketing material.
- Proficient with Microsoft Office applications, Constant Contact, Zoom, Adobe Creative Suites
- Experience with website management and social media platforms.
- Working knowledge of web site development.
- Strong ability to learn new programs quickly and independently.
- Excellent communications, writing, and editing and proofreading skills.
- 2 – 3 years of proven office administration skills; experience improving or developing systems to produce efficient internal processes.
- BA/BS preferred.
- Environmental background much preferred, willingness to learn quickly about a wide range of environmental issues essential.
- Enjoys working with others in a small office setting that requires flexibility and collaboration to ensure a smooth and effective operation.
- Work in a safe manner at all times and report unsafe office conditions immediately.
- Diplomatic, with a proven ability to deal effectively with team members and external audiences.

Marin Conservation League values diversity, equity, and inclusion. We welcome all backgrounds, abilities, cultures, orientations, identities and communities.