



Director of Outreach JOB DESCRIPTION

Apalachicola Riverkeeper is a non-profit, independent organization that serves as an advocate for the Apalachicola River and Bay, its watershed, and the citizens to whom this significant resource belongs.

Title: Director of Outreach, FTE, exempt

Annual Salary: \$50,000-\$54,000. Benefits include paid vacation and sick time, flexible work schedule

Reports to: Executive Director

Summary: Responsible for developing, implementing and managing outreach programs; managing social media activities; assisting with the implementation of communication strategies; facilitating community partnerships; and overseeing the development and execution of effective community engagement strategies.

GOALS

- Raise awareness about the Apalachicola River Basin and the issues that impact the river's health, through events, partnerships, campaigns, social media and other strategies
- Implement strategies to engage members and the community to take action on Apalachicola Riverkeeper's issue priorities, become members, provide support for the organization, explore and learn about the river, and get involved as volunteers
- Develop and maintain effective outreach and education programs

Responsibilities

PROGRAMS and CAMPAIGNS

- Organize and manage education and outreach programs and campaigns to:
 - inform the public about our priority issues (forums, workshops, films),
 - facilitate action and engagement (contact elected officials, sign petitions, cleanups),
 - raise funds/support for the organization's work (such as the annual RiverTrek campaign),
 - provide opportunities to experience the river (boat trips, hikes, paddling),
 - expand AR's impact throughout the watershed,
 - engage and cultivate memberships and
 - recruit, train and recognize our volunteers
- Gather data to support the evaluation and monitoring of issues and the appropriate response by Apalachicola Riverkeeper
- Work directly with the Riverkeeper and Executive Director to identify priority issues and develop action plans including the development of partnerships and coalitions and the creation of fact sheets, petitions or other advocacy outreach tools
- Evaluate potential emerging threats to the watershed and develop effective communication and engagement strategies

PARTNERSHIPS

- Establish and cultivate partnerships with businesses, restaurants, outfitters, faith communities, and other organizations to reach and engage new audiences
- Manage annual partnership campaigns such as Earth Month with Aveda salons



SOCIAL MEDIA / COMMUNICATIONS

- Implement social media strategies to raise awareness about AR activities and issues impacting the river, promote upcoming events, raise funds, recruit volunteers, and facilitate engagement.
- Develop, manage and update content on AR website and social media platforms
- Send email updates to AR membership
- Utilize community calendars, media outlets and other communications platforms to promote events and volunteer opportunities
- Utilize our database to deliver targeted communications to our membership and prospects based on demographics and specific interests
- Provide presentations and programs to civic and community groups, when necessary

OTHER RESPONSIBILITIES

- Track and maintain data and records for outreach, social media, and volunteer activities.
- Assist with special projects and fundraising initiatives, as needed
- Represent Apalachicola Riverkeeper on committees or at community events, when necessary

Desired Skills, Qualifications & Personal Characteristics:

Minimum of 3 years' work experience related to non-profit management, ecological and conservation issues of Florida's waterways, advocacy strategies, program development, fundraising and communication expertise

- Excellent oral and written communication and interpersonal skills with public speaking experience
- Proficient computer skills
- Willingness to learn new skills
- Ability to efficiently and effectively organize time and volunteers and manage multiple tasks and deadlines
- Ability to interact, work, and communicate effectively with a diversity of people, including teachers, volunteers, co-workers, youth, and the general public
- Proven strategic planning skills with the ability to develop effective goals, strategies, and plans with measurable objectives
- Ability to work independently and flexible hours (including some weekends) to fulfill responsibilities, goals, and deadlines
- Experience in organizing events, coordinating volunteers, managing projects or campaigns, and implementing social media strategies

At Apalachicola Riverkeeper, we value all employees, volunteers, and job candidates as unique individuals. We welcome the variety of experiences they bring to the organization. We believe everyone should be treated equally regardless of race/ethnicity, national origin, native language, gender identification, sexual orientation, religion, age, physical ability, marital status, citizenship, pregnancy, or other characteristics protected by law.