



## COMMUNITY ENGAGEMENT SPECIALIST JOB DESCRIPTION

**Reports to:** Executive Director

**Summary:** Full-time position responsible for organizing and managing outreach events, programs and campaigns to raise awareness about issues affecting the river's health, provide experiences that connect people to the St. Johns, develop partnerships and foster relationships with diverse communities, and empower and activate residents and volunteers throughout the St. Johns River watershed in support of the organization's advocacy priorities.

Works closely with the Executive Director to ensure engagement programs reach priority target audiences, provide a diversity of engagement opportunities, and support the goals and priorities of the organization. While the Education Director provides education programming for students and youth, the Engagement Specialist primarily works with adult populations and families. Some evenings and weekends required.

- Manage and recruit volunteers and provide a diversity of opportunities to volunteer and get involved.
- Train and empower volunteers to lead cleanups and outings, assist with planning activities, and implement campaigns.
- Create and execute a variety of opportunities for our members and the general public to experience and learn about the river and its watershed and take actions to help protect it. Examples include:
  - Boat trips, hiking, biking, and kayaking
  - Forums, River Friendly programs, and film screenings
  - Cleanups, invasive plant removal, and vertical oyster garden workshops
- Establish, maintain and cultivate partnerships with businesses, restaurants, outfitters, churches, and other organizations to reach and engage new and diverse stakeholders and expand capacity.
- Identify diverse stakeholder groups, strategies for engagement, and opportunities to expand awareness of the organization.
- Implement strategies to increase participant engagement (become members/donate, volunteer, attend additional events, etc.).
- Develop and consistently maintain and track metrics to evaluate performance and effectiveness of outreach events and programs.
- Provide presentations and programs to civic groups and organizations.
- Work closely with Communications Specialist to provide program updates that need to be communicated to our constituents.
- Assist with special projects and fundraising initiatives, as needed.

### **Desired Skills, Qualifications & Personal Characteristics:**

- ✓ Commitment to the St Johns River, St Johns Riverkeeper, its mission and goals.
- ✓ Excellent oral and written communication and interpersonal skills with public speaking experience.
- ✓ Extensive experience organizing events, coordinating volunteers, managing projects or campaigns.
- ✓ Ability to interact, work, and communicate effectively with diverse populations and team members.
- ✓ Proven strategic planning skills with ability to develop effective goals, strategies, and metrics.
- ✓ Proficient computer skills.
- ✓ Ability to effectively organize and engage volunteers, manage multiple tasks and meet deadlines, work independently and maintain flexible hours (**including evenings and weekends**).

**Salary/Benefits:**

\$41,000 - \$46,000, plus benefits. Commensurate with experience and other qualifications.

If you are interested in applying for this position, submit your resume with a letter of interest to Jimmy Orth, Executive Director, at [jimmy@stjohnsriverkeeper.org](mailto:jimmy@stjohnsriverkeeper.org). Resumes will be reviewed on an ongoing basis.

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.

**St. Johns RIVERKEEPER, Inc.** is a non-profit organization that serves as an advocate for the St. Johns River, its watershed, and the citizens to whom this tremendous resource belongs. Our mission is to be an independent voice that defends, advocates, and activates others for the protection and restoration of the St. Johns River. More information at [www.stjohnsriverkeeper.org](http://www.stjohnsriverkeeper.org).

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