



Marketing and Outreach Coordinator

“Promoting the Brand”

The Laramie County Conservation District (Lcccdnet.org) is looking to hire a qualified individual wishing to join our team and carry out the duties and responsibilities of a Marketing and Outreach Coordinator. This position will strive to enhance district objectives by providing current project information and content to various audiences, including news releases and district publications. The coordinator will perform a variety of tasks to include extensive outreach to promote/conduct workshops for Laramie County residents and community organizations and businesses. Strong coordination with local, state, and federal agencies and the media promoting resource conservation concepts and best management practices within Laramie County will be the main objective with this position.

ESSENTIAL FUNCTIONS:

The listed functions are illustrative only and are not intended to describe every duty which may be required with this position.

- Organize and schedule workshops to provide training/outreach on natural resource conservation issues to local community groups, youth and adults, and local organizations.
- Create and generate news releases, articles, publications and reports regarding all district activities and programs across social media platforms, to proactively relate the business of the district to the public.
- Create and distribute Monthly E-Newsletter promoting conservation practices and other resource venues within project areas created by the district.
- Create and maintain a district Calendar of Events for workshops and volunteer opportunities.
- Creates and manages the district website with current/pertinent information.
- Provides outreach and training on current enhancement and management for small and large acreage owners regarding fencing types, habitat development, water conservation, soil health techniques to include soil condition, soil conservation, and practices to enhance soil health and other natural resource conservation projects.
- Assists with project selection and planning with cooperating agencies; develops working relationships between landowners and the conservation district.
- Responsible for Event Marketing (i.e. County fair, Expos, outdoor education), develop and implement a vendor booth display promoting LCCD function and purpose.
- Assists with advertising and scheduling of district rental equipment.

- Provides outreach on up-to-date tree survival techniques to include insect and disease control and maintenance.
- Assists in servicing cost-shared practices under any available program, including determination of need and feasibility planning, supervision of installation, and follow-up technical assistance.
- Acts as a liaison, when directed, for projects between the district and other agencies, landowners, contractors, etc., providing information to newspapers, radio, television, communication networks, and social media platforms.
- Attend district meetings quarterly. May attend annual state convention and Area Meeting. Attends other meetings, as directed.
- Participates in the development of the program's annual budget and source funding.
- Promote Wyoming Resource Educational Days (WYRED) participation and sponsorship.

PREFERRED QUALIFICATIONS:

- Bachelor's degree in marketing, communications, advertising or similar field, and 2-3 years of professional experience in marketing/advertising and familiarity of natural resource conservation practices.
- Skill in computers, software, technological knowledge, social media platforms, oral and written communication, photography, and short video production.
- Strong interpersonal skills. Comfortable with public speaking and presentations and working with the media.
- Strong customer service and organizational skills.
- Self-starter, excited to promote natural resource management practices and concepts to various stakeholders and audiences.
- Knowledge of communication fundamentals and media principles.
- Reside in Laramie or Albany County within 6 months of hire.
- Must have a valid driver's license.

SALARY RANGE:

Depending on Experience (DOE)

Benefit package includes the following:

- Comprehensive health, dental, and vision insurance
- Paid vacation, sick leave, holidays, and FMLA qualifier
- Retirement - Pension and 457B plans that help you build a secure future (WRS)
- Flexible schedules and work-life balance options
- Meaningful work that makes a difference for Wyoming communities

TO APPLY:

Please submit a letter of interest, current resume, and two (2) letters of reference with contact information to info@lccdnet.org or mail/hand deliver to 1923 Whitney Road, Cheyenne, Wyoming 82007. Position to remain open until filled.

**THE LARAMIE COUNTY CONSERVATION DISTRICT
IS AN EQUAL OPPORTUNITY EMPLOYER.**