



## Outreach Coordinator – Rural Communities

**Application Deadline:** January 22, 2025

**Position Overview:** Gunpowder Valley Conservancy (GVC), a Maryland non-profit land trust and conservation organization, is seeking an enthusiastic person to join our organization as a part-time Outreach Coordinator to conduct outreach to rural landowners, residents, and community organizations in the rural portions of the Gunpowder watershed. The ideal candidate will have experience with outreach and familiarity with the rural communities in the Gunpowder watershed. This is a great opportunity for a person seeking outreach experience with a nonprofit organization that focuses on habitat restoration, land preservation, and environmental education.

**Location:** This position is structured as primarily remote, with required travel to in-person and events and meetings within their service area. The service area is the rural parts of the Gunpowder watershed, which are located primarily in northern Baltimore and Carroll counties, with a small portion in southern York County, PA. This area includes the Prettyboy Reservoir, one of three reservoirs that provide drinking water for over 2 million people in the Baltimore metro area. The employee must provide their own vehicle, home office, computer and reliable internet service.

**Clear Creeks Project Background:** The Outreach Coordinator will be part of the GVC's Clear Creeks Project (CCP) staff. The CCP promotes clean water in the Gunpowder Watershed by working with a coalition of partner organizations to mobilize diverse communities to implement stormwater management and habitat restoration projects that are described in county watershed plans, including rain barrels, rain gardens, micro-bioretenion practices, Bayscapes, native tree plantings, and stream cleanups. The CCP began in the southern part of the Gunpowder watershed and has steadily expanded over the last 10 years. In 2025-2026 the CCP will extend the geographic area where stormwater management and habitat restoration projects are implemented to the entire Gunpowder watershed (480 square miles), engage more diverse partners and communities to work towards our shared vision for the Gunpowder, and co-create a more formal collaborative structure for the coalition that will enable the GVC to mobilize additional stakeholders to implement actions identified in County watershed plans to provide environmental solutions. GVC's goal is to develop a more inclusive Gunpowder Watershed Collaborative of organizations working together for clean water in the Gunpowder and ensure that diverse individuals and organizations have access to technical support opportunities through the CCP.

### Job responsibilities:

The Outreach Coordinator advances the development of the Gunpowder Watershed collaborative by engaging landowners, residents, and community organizations to become part of the CCP. This involves outreach through in-person engagement, social media, email communications, and having a presence at community events. It also involves helping to develop a collaborative of organizations working together for shared goals. The Outreach Coordinator will serve as GVC's lead outreach staff person for the rural portion of the Gunpowder watershed.

### *Key Responsibilities:*

- Conduct participatory action research to understand the communities within the rural parts of the Gunpowder watershed, including their history, demographics, the variety of community organizations serving local residents, and the current environmental and social issues impacting the communities.
- Participate in DEIB training and coaching. Learn and apply skills and tools to communicate and build relationships across difference.
- Develop and execute outreach plans to achieve program goals through outreach to individuals at large, nonprofit organizations, businesses, and governmental agencies. This could include activities such as preparing and distributing printed promotional materials, tabling at events, digital media

communications, planning gatherings and events (both in-person and virtual), engaging with local governmental planning committees, and more.

- Build relationships with the communities by attending community events, networking, and getting to know community leaders.
- Cultivate and sustain partnerships with local nonprofit and governmental partners, maintaining regular communication with partners.
- If GVC's Whole Watershed Fund application for the Prettyboy watershed is funded, serve as the main point person for outreach for the WWF projects.
- Prepare and conduct outreach presentations and events.
- Listen to community members and learn about their needs.
- Research, summarize, and provide relevant information about technical assistance opportunities to communities based on their specific needs.
- Inform the communities about opportunities for technical assistance through the CCP and other CCP partners.
- Working collaboratively with GVC's outreach consultant and Reforestation Manager, engage rural landowners to commit to planting trees on their property.
- Invite and recruit community organizations to participate as partners in the Gunpowder watershed collaborative.
- Track recruitment and engagement metrics. Prepare summaries or reports of outreach outcomes as requested.
- Assist with grant applications and grant reports as assigned.
- Participate in Clear Creeks Project and Gunpowder watershed collaborative meetings.
- Participate in GVC staff meetings, events, team building activities, board meetings (as needed).

#### **Qualifications:**

- Bachelor's Degree in a related field such as communications, environmental studies, or other significant training or work experience.
- At least 1 year of experience in communications or environmental outreach to communities (e.g., internship, volunteer, paid employee, etc.).
- Excellent communication, organization, and time management skills.
- Strong attention to detail and the ability to manage multiple tasks simultaneously.
- Ability to work independently and as part of a team.
- Comfort with public speaking.
- Proficiency in Microsoft Office Suite.
- Proficiency with social media including Facebook, Instagram, and LinkedIn.
- Ability to create flyers and other outreach materials using applications such as Canva.
- Personal vehicle and ability to travel to in person events and meetings.
- Home office and personal computer with internet connection.
- Flexible schedule and availability to work on evenings and weekends.
- Preferred: Familiarity with communities in the northern part of the Gunpowder watershed.
- Preferred: Familiarity with environmental issues pertaining to the Gunpowder watershed.

#### **Position term, schedule, salary and benefits:**

- This is a grant-funded position for 30 hours per week for 1 year (a total of 1560 hours.)
- Part-time, non-exempt employee
- Annual salary of \$36,000 (\$23.08/hour)
- Reimbursement of roundtrip travel mileage from home to worksite (\$0.67 cents/mile).
- Paid holidays, sick leave, and 2 weeks of vacation
- Training and coaching in Diversity, Equity, Inclusion and Belonging (DEIB)
- Optional health insurance plan available
- Optional participation in MarylandSaves retirement program.

**How to Apply:** Send cover letter with resume to [info@Gunpowdervc.org](mailto:info@Gunpowdervc.org) by **January 22, 2025**.