Vacancy Announcement
Communication & Outreach Director
assigned to South Dakota Grassland Coalition

OVERVIEW:
If you're looking for an opportunity that ties your skills for creating compelling communications with your passion for conservation, consider the South Dakota Grassland Coalition (SDGC). Our mission is to spread awareness of the importance of grassland ecosystems. We're looking for a creative, results-oriented, upbeat, self-starting professional who shares this vision for grassland preservation to join our team as Communication & Outreach Director. The SDGC believes that conservation success lies in land stewards personally recognizing that sound conservation practices increase their long-term profitability and the sustainability of their operations. We need a skilled communicator to tell their stories!

The communication & outreach director is a full-time staff position assigned to assist the South Dakota Grassland Coalition. A demonstrated track record is desired that includes developing and coordinating projects, communicating effectively with diverse audiences, building partnerships among the public and stakeholders, public speaking, and analyzing data and writing reports. The communications and outreach director must be self-motivated and able to work independently and as a member of a team. Strong persuasive outreach methods and an understanding of resource conservation practices are necessary components of the candidate’s knowledge and abilities. A Bachelors of Arts or Science degree or similar education with a minimum of two (2) years relevant professional or personal experience is preferred. Grant funding for this position is currently available for approximately two (2) years; additional funding and employment is contingent on the success and accomplishments of the position. This is a field-based position that will require a flexible work schedule and travel within SD. Annual salary range is approximately $35,000-$50,000. Work station and schedule are negotiable; paid personal leave, retirement (IRA), single person health insurance, and supplemental insurances are provided as benefits by the Association.

Submit application form and limited portfolio (3-4 pages) relevant work to:
Angela Ehlers, Executive Director
SD Association of Conservation Districts
PO Box 275  Pierre, South Dakota 57501-0275
605-895-4099  sdoffice@sdconservation.net

Vacancy announcement & related materials (Acrobat file) are also posted at
www.sdconservation.org and www.sdgrass.org

APPLICATION DEADLINE IS: January 23, 2020

See attached for complete position description.
Position Description – Communication & Outreach Director
South Dakota Association of Conservation Districts

Introduction:
The Communication & Outreach Director will assist the South Dakota Grassland Coalition in communicating with ranchers, farmers, conservation professionals, and the public while providing educational opportunities on the principles of managing grasslands to improve resource health, enhance environmental quality, and increase producer profitability. The incumbent will work closely and communicate with the SDGC Board of Directors, other SDGC staff, and partners.

Duties:
Work with the South Dakota Grassland Coalition (SDGC) chair and board of directors, as well as with SDGC staff, volunteers, and agency or partner staff to:
- Develop a strategic communication and outreach strategy in consultation with the USDA-Natural Resources Conservation Service (NRCS), SD Soil Health Coalition and other partners.
- Communicate progress and opportunities with South Dakota Grassland Coalition board of directors at each board meeting and as requested.
- Utilize a network of collaborators across the state to advertise upcoming SDGC and partner events to expose a new and growing group of people to SDGC principles.
- Establish interactive database of individuals and organizations with an interest or specific expertise in grassland management.
- Develop a network of newspapers, television and radio stations, and social media outlets to be used to advertise events, success, and opportunities associated with the SDGC.
- Develop and submit articles and identify timely topics and find speakers for monthly radio spots.
- Develop videos/commercials in cooperation with the USDA Natural Resources Conservation Service and the SD Soil Health Coalition.
- Develop banners and other communication tools.
- Post at least semi-weekly on social media.
- Maintain the SDGC website.
- Assist board members and partners in developing presentations for civic groups, schools, partners, etc.
- Organize and assist with workshops or field days that highlight SDGC principles for non-traditional groups, e.g., school groups, families, etc.
- Attend monthly Board meetings and other SDGC events.
- Other duties as assigned.

Knowledge and Abilities:
- Written and verbal communication skills appropriate to a broad spectrum of audiences including ranchers and farmers, conservation professionals, and the general public, including adults and youth.
- Ability to develop persuasive outreach tools including articles, editorials, press releases, and advertisements that increase knowledge of grasslands and SDGC brand awareness.
- Ability to produce and distribute press releases, course announcements, feature articles, and social media content.
- Ability to create social media postings.
- Ability to work with a team of professionals to produce and promote commercials and 3-10 minute videos.
- Ability to manage the SDGC website.
- Ability to use standard MS Office software and other industry software.
Supervision:
The supervisor of this employee is the South Dakota Association of Conservation Districts with day-to-day oversight provided by the South Dakota Grassland Coalition project coordinator. The employee shall also respond to the board of directors of the South Dakota Grassland Coalition.

Personal Contacts
Personal contacts are primarily with agricultural producers, public officials, nongovernmental organizations and rural and community residents.

Physical Demands
The employee’s duties include work at business and outdoor sites, and may involve lifting, hauling, and stretching. Operation of a motor vehicle is required. Employee must possess a valid driver's license or equivalent and maintain a safe driving record.

Work Environment
Work at this level is a combination of indoor and outdoor activities. Work may involve exposure to heavy farm machinery. In certain sites, the work may involve wearing protective gear and clothing.

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Communication & Outreach Director
South Dakota Association of Conservation Districts, Inc.