

# Heartland

## CONSERVATION ALLIANCE

### Communications & Engagement Coordinator

*Located in the Blue River watershed within the Kansas City metropolitan area*

*Posted for applications: December 18, 2024*

[Heartland Conservation Alliance](#) (HCA) is seeking a full-time Communications & Engagement Coordinator to work as part of a growing team to advance our mission, core values, and strategic initiatives. Our mission is to work with partners in the Kansas City metro to connect, protect, and restore the Blue River watershed and its urban greenspaces for the benefit and enjoyment of all.

#### Position Summary

The Communications & Engagement Coordinator is responsible for creating and implementing communication strategies and engagement opportunities that promote the organization's mission, programs, and events, and foster engagement with diverse stakeholders.

This position reports directly to the Senior Director of Conservation and Education and is nested under the Education & Outreach Program while working collaboratively with the organization's other program areas: Conservation and Alliance Services with a focus on environmental justice.

#### Key Responsibilities

- **Digital Communications Management:** Oversee and manage the organization's online presence, including the website, social media platforms, newsletter, and general info email communications, to effectively promote the organization's mission, programs, and events, and engage diverse audiences.
  - **Website:** Maintain and update the organization's website and event registration/donation platform, ensuring content is accurate, current, and engaging. Experience with website design/development and/or managing website design contractors and development is a plus.
  - **Calendar of Events:** Manage programmatic, event, and relevant partner/community calendars internally, externally, and online.
  - **Social Media:** Develop and implement social media strategies across various platforms that promote growth, create and curate engaging content for all program areas, and manage online communities.
  - **Newsletter:** Manage and publish monthly newsletters and eblasts to engage subscribers, share updates on programs and events, and highlight the organization's impact. This includes content creation, design, distribution, and tracking engagement metrics.
  - **Email communications:** Oversee HCA's general inquiry email inbox.
- **Event Promotion:** Develop and execute promotional plans for events, including creating marketing materials, managing registration, and coordinating with event partners and volunteers.

- **Community Engagement and Outreach:** Build and maintain relationships with local schools, communities, neighborhoods, partner organizations, and other stakeholders through education and outreach initiatives, meetings, and events. Assist partners in promoting their own Blue River news and activities in support of our broader alliance.
- **Content Creation and Review:** Write and edit compelling content for various platforms and audiences, including website articles, blog posts, press releases, newsletters, social media posts, and print media (e.g., on-site educational signage, educational materials, promotional flyers). Create engaging graphics for event, activity, and volunteer promotions to enhance visual appeal and attract wider participation. Assist with report writing, formatting, and publishing as needed.
- **Media Relations:** Develop and maintain relationships with media outlets, draft press releases, and coordinate media inquiries.

### Qualifications

Seeking a passionate, self-motivated, resourceful communications professional with the following:

- **Education:** Bachelor's degree or equivalent experience in communications, marketing, or a related field preferred.
- **Experience:** Demonstrated experience in communications, marketing, or a related field, preferably in a nonprofit and/or conservation setting. Public speaking and presentation experience preferred.
- **Knowledge:** General understanding of conservation principles and environmental issues. Passion for environmental conservation and sustainability is preferred.
- **Skills:**
  - Excellent written/verbal communication and interpersonal skills.
  - Expertise in digital communications content management systems (e.g., WordPress, Wix, Classy, Hootsuite, Meta, Canva, MailChimp) and social media platforms (e.g., Facebook, Instagram, TikTok, LinkedIn, Twitter, YouTube, etc.). Website design/development and/or graphic design experience preferred.
  - Proven ability to think critically and solve problems effectively while managing multiple priorities in a dynamic, fast-paced environment.
  - Highly organized and detail-oriented, with a proven ability to effectively manage multiple priorities, deadlines, and complex projects on a tight timeline.
  - Adept at working independently and as part of a team in the office, field, and remotely.
  - Proficient photography and videography skills.
  - Financial management (managing budgets, financial reporting, reviewing vendor proposals, and invoices) a plus.

*\*Applicants who meet at least 80% of the listed qualifications are strongly encouraged to apply.*

## Additional Information

This is a hybrid position that requires both office and community/field work in various weather conditions, occasional weekend and evening work, and travel to local project sites and communities within the Blue River watershed. A valid driver's license and reliable transportation are necessary. *Please note that this position description may not encompass all duties that could be assigned. HCA is a small, flexible nonprofit so teamwork may require supporting other staff and projects as needed.*

## Salary & Benefits

- Starting salary is \$48,000, commensurate with experience, with a competitive benefits package, including 15 paid holidays, 15 days per year of paid time off, 12 weeks of paid parental leave, as well as employer contribution of \$500/month to organization's health insurance plan and employer-paid dental, group life, and vision insurance plans. Additionally, HCA is closed for Winter Break from Christmas Day through New Year's Day.
- Opportunity to make a positive impact on the environment.
- Work in a collaborative and supportive environment.
- Professional development and extensive networking opportunities.

## How to apply

All interested applicants should submit the below information using our [application form](#). To ensure full consideration, please submit your application by January 13, 2025. Applications will be accepted until a candidate has been selected.

1. Respond to the four candidate questions below based on your knowledge, experience, and opinions (in lieu of a cover letter) - 1500 character limit (with spaces) per question. *Suggest crafting responses beforehand and then copying and pasting them into the application form.*
  - a. **What does "successful communication and engagement" look like to you?** What key strategies and tactics do you believe contribute to success, and what do you see as the biggest barriers or challenges?
  - b. **When communicating about pressing environmental issues that can sometimes be divisive, how would you approach crafting messages that balance ecological goals with social, political, and community considerations?** Can you share an example of how you've navigated communication challenges in past projects?
  - c. **In your experience, what are the most effective communication approaches for engaging diverse communities?** How would you use communication tools to ensure long-term community buy-in and involvement, particularly in a landscape where residents and stakeholders may have different priorities and interests?
  - d. **What unique communication and engagement skills and experiences would you bring to this role** and how would they help you to perform the required duties and excel in promoting the organization's mission and engaging diverse audiences?
2. Resume upload - Save as a pdf with the file name: FirstName\_LastName\_Resume.

3. Contact information for three professional references.
4. Optional: Upload a relevant writing/work sample that represents your own work. Save as a pdf with the file name: FirstName\_LastName\_Sample. *Examples of writing/work samples include but are not limited to digital communications content (e.g., link to website design, sample newsletters, social media posts, graphics), print media (e.g., press release, educational materials, promotional flyers), presentations, etc.*

**Questions?** Please contact Jessica Hartel, Senior Director of Conservation and Education, at 816.945.8505 (ext. 103) or [jess@heartlandconservationalliance.org](mailto:jess@heartlandconservationalliance.org) (preferred).

***Heartland Conservation Alliance is an equal opportunity employer dedicated to fostering a diverse and inclusive workplace. We actively encourage applicants from all backgrounds, including people of color and individuals from underrepresented communities, to apply. HCA is committed to creating a welcoming environment that values diverse perspectives and promotes an inclusive culture where everyone feels supported and empowered.***