Director of Outreach and Advocacy

Job Details:

Position: Director of Outreach and Advocacy
Annual Salary: $48,000-50,000
Job Type: Full-time
Reports to: Riverkeeper-Executive Director

About Us:
Apalachicola Riverkeeper is dedicated to the protection of the Apalachicola River, its floodplain and the Apalachicola Bay. Founded by volunteers in 1998, Apalachicola Riverkeeper has maintained focus on root causes and realistic solutions to the threats facing this extraordinary watershed in the Florida Panhandle. We’ve grown from a small group of neighbors meeting around a kitchen table, to a non-profit organization of over 1400 members, recognized as a leader in the preservation of the region. We remain unwavering in our commitment to long-term change in our efforts to protect the Apalachicola River and Bay Basin. Our grassroots advocacy model is core to achieving our mission. Apalachicola Riverkeeper is a member of Waterkeepers Florida and the international Waterkeeper Alliance.

Position Summary:
Apalachicola Riverkeeper is seeking an innovative team player to coordinate our volunteer program, plan and implement special events, build upon existing communication networks (membership news, media releases, website content, social media, calls to action, newsletters, and other marketing materials), and plan and coordinate eco-educational outings and the annual Apalachicola RiverTrek.

Director of Outreach and Advocacy will work with all staff to ensure strategy, messaging and materials are represented online in an impactful manner. The applicant must have a deep knowledge of the digital and social media world. In summary, we seek a Director of Outreach and Advocacy who is enthused about engaging supporters and diversifying our reach through dynamic communication.

Essential Functions:

• Supervise volunteer corps program. This includes, but is not limited to, volunteer cleanups, tabling events, water quality monitoring and other volunteer activities. Volunteer recruitment, recognition and retention activities included.
- Engage in outreach and involvement with various groups and agencies to promote Apalachicola Riverkeeper goals and to create cross-promotional opportunities.
- Assist with Apalachicola Riverkeeper special events and projects and related media coordination.
- Ensure communication messages are appropriate, aligned with organizational standards and consistent with brand standards.
- Monitor social media accounts and engage with users.
- Write monthly e-news bulletins to membership.
- Update organizational website and create new content.
- Coordinating eco-educational outings and the annual Apalachicola RiverTrek.
- Other duties as assigned.

**Required Qualifications & Skills:**

- Minimum of four years of experience in communications, public relations, volunteer coordination or related field, and non-profit organizations.
- Proven success in developing a strategic and creative online brand/presence.
- Intimate knowledge of established and emerging social media channels (Instagram, Twitter, Facebook, YouTube, LinkedIn, TikTok, etc.).
- Commitment to keeping up with evolving social media trends and best practices.
- Exceptional written and verbal communication skills, especially with multiple audiences through a variety of platforms.
- Demonstrated copywriting and editing skills.
- Experience working within brand guidelines; proficiency with Adobe Creative Cloud Suite, or other similar platforms.
- Proficiency with Microsoft Office Suite, Dropbox, Constant Contact, and database management platforms.
- Basic video editing and/or digital media production skills.
- Highly self-motivated and directed, with attention to detail and conscientious follow-through; ability to effectively prioritize and execute tasks.
- Flexible and works well as part of a small and effective team.
- Knowledge of basic environmental conservation issues.
- Passion for the Apalachicola Riverkeeper mission.

Please send letter of application and resume to: riverkeeper@apalachicolariverkeeper.org. Application period begins January 21, 2022. Position is open until filled.

*Apalachicola Riverkeeper is an equal opportunity employer that does not discriminate on the basis of ethnicity, race, religion, gender, gender expression, sexual orientation, age, or disability in its activities operations.*