



# JOB DESCRIPTION

**The Glacier National Park Conservancy (Glacier Conservancy) is an equal opportunity employer. The Glacier Conservancy shall, upon request, provide reasonable accommodations to otherwise qualified individuals with disabilities.**

**Job Code Title:** Outreach Coordinator

**Working Title:** Outreach Coordinator

**Location:** Columbia Falls, Montana

**Department:** Administration

**Duration:** Full Time, Year-Round

**Job Overview:** The Outreach Coordinator spearheads the outreach marketing of Glacier Conservancy programs. Using a variety of tools including traditional media, publications, partnership opportunities, website and social media, the Outreach Coordinator collaborates with program staff and leadership to engage the public in helping implement the mission of the Glacier National Park Conservancy to preserve and protect Glacier National Park for future generations.

## **Essential Functions (Major Duties or Responsibilities):**

### **PUBLIC ENGAGEMENT- 60%**

Works closely with the executive director, program staff, and partners to create and implement an integrated public engagement strategy, with measurable goals and performance indicators to increase awareness of and support for the Glacier Conservancy mission.

Implements integrated email marketing campaigns in coordination with consulting partners and program staff.

Coordinates program staff to acquire and distribute information using a variety of media (print, social, web, traditional) about the Glacier Conservancy, its grant projects, public events, and retail products. Coordinates with consulting partners to enhance name acquisition and donor conversion using SEO, paid media amplification, and other digital tools as budgeted.

Maintains, monitors, and grows the Glacier Conservancy's web and social media presence on Facebook, Instagram, Twitter, and other platforms as appropriate.

Works with Creative Lead to assist with planning and content gathering for publications including newsletters, annual report, annual project funding guide, materials for use by partners, and other publications as required.

Assists with public outreach events by representing the Glacier Conservancy at public gatherings and community events.

### **TECHNICAL OUTREACH PLATFORM MAINTENANCE - 15%**

In coordination with consulting partners and program staff, manages, updates, and maintains websites including but not limited to glacier.org and sperryactionfund.org to ensure a dynamic, current experience for visitors, donors, and online retail customers.

Acquires, arranges for the acquisition, and maintains photographic, video, audio, and written documentation of Glacier Conservancy programs, projects, and events. Creates and manages a shared Glacier Conservancy database of files and digital assets to allow for easy access to this information by program staff.

### **WRITING/CONTENT DEVELOPMENT - 10%**

In many cases, will be responsible for significant writing and content development (photo/video/etc.) consistent with Glacier Conservancy's mission, brand identity, and project goals.

### **COLLABORATION - 10%**

Plays a key collaborative role among Glacier Conservancy staff (Development, Administration, and Park Stores), and among consulting partners to ensure integration of messaging, scheduling of message delivery, and providing technical coordination between platforms.

### **OTHER DUTIES - 5%**

Perform other duties as assigned.

**Physical and Environmental Demands:** This position is year-round, and requires a combination of office duties and outside/ travel related work in and around Glacier Park. This employee must maintain physical and professional capacity for working in a variety of environments (inside, outside, remote locations) and under a variety of conditions (backcountry, cold, heat). The employee may be required to lift up to 50 pounds, sit, stand, or walk for extended periods of time, kneel, crouch, or reach, to move files or carry and handle equipment (cameras, packs, etc.). Stress may be anticipated working with managing tight deadlines, competing priorities, stressful partner engagements.

## Knowledge, Skills and Abilities:

Required Knowledge, Skills and Abilities:

- Knowledge of Glacier National Park and the programs administered by the Glacier Conservancy.
- Proficiency in methods and procedures of website design and maintenance.
- Experience with social media management tools (Facebook, Instagram, LinkedIn, Twitter, etc.), and bulk email platforms.
- Experience with Google Analytics.
- Strong written and oral communication skills including public speaking.
- Ability to capture impactful video and photography.
- Strong interpersonal skills with a commitment to teamwork and a growth mindset.

Preferred:

- Experience with Wordpress (website) and Drip (bulk email).
- Experience with video, audio, and photo editing.

**Minimum Qualifications (Education and Experience):** College degree in marketing, communications, or related field, and at least two years of relevant experience. Applicants with alternative paths to similar qualifications/experiences will be considered.

**Special Requirements:** Must be able to manage sensitive confidential data in a professional manner and in accordance with strict ethical standards. Must be able to identify complex issues and resolve conflicts in a swift and professional manner ensuring the highest level of service.

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| <input type="checkbox"/> Background check   | <input type="checkbox"/> Other; Describe                   |
| <input type="checkbox"/> Safety Information |  |

# Core Competencies

**The Glacier National Park Conservancy has universally adopted these competencies and behaviors and all employees will be evaluated on these during scheduled performance evaluations.**

## COMMITMENT

Ability and willingness to align behavior with the needs and goals of the organization and provide a visible role model for others. Holds self accountable for organizational activities, services, decisions, successes and failures. An employee with commitment demonstrates an understanding

of the link between his or her own job responsibilities and overall organizational goals and needs and, subsequently, performs the job with broader goals in mind.

## **COMMUNICATION**

Provides timely and concise information to others verbally, nonverbally and in writing, and helps others communicate effectively. An employee with strong communication skills ensures that communication occurs at all organizational levels, between all appropriate people and encourages open expression of ideas and opinions. They listen effectively, transmit information accurately, understandably and appropriately, and actively seek constructive feedback.

## **INITIATIVE AND ACCOUNTABILITY**

Focuses efforts and energy on successfully attaining organizational goals and objectives. This includes making difficult decisions and persisting even when confronted by obstacles or adversity and may involve questioning status quo assumptions. These employees assume accountability for decisions, actions, and results, follow through on issues to completion, point out problems and ask questions others may have overlooked or been reluctant to acknowledge. Requires an understanding of organizational relationships, identification of decision-makers, and the relationship of positions within the agency.

## **INFLUENCE**

Transforms thought into productive action. Creates successful outcomes by sharing knowledge and information within the work unit and across organizational lines. This includes mentoring others, building relationships key to success by establishing trust, credibility and rapport with key players and customers. These employees use awareness of the organization and knowledge of the different roles and power positions within the organization to positively affect results.

## **PERSONAL EFFECTIVENESS**

Puts the public and co-workers at ease through awareness of, and consideration for, the opinions and feelings of other people. Senses how others are feeling and sets a positive and stable tone in work relationships. *(This competency category describes qualities generally associated with personal maturity and an employee's inclination to consistently adhere to high levels of ethical behavior. This category is related to INFLUENCE; however, it applies to more personal, one-on-one relationships or contacts, while INFLUENCE is closely tied to global or organizational effectiveness.)*

## **THINKING & PROBLEM-SOLVING**

Uses reason and logic to identify and solve problems. These employees use reason, vision, and creativity to reach conclusions and decisions. Understands cause and effect relationships, recognizes similarities and differences in situations, and applies knowledge to help make effective decisions or to come up with new ways to accomplish a task.