

South Dakota Association of Conservation Districts, Inc.

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1-800-729-4099 or 605-895-4099

Vacancy Announcement Communication Coordinator assigned to South Dakota Soil Health Coalition

OVERVIEW:

If you're looking for an opportunity that ties your skills for creating compelling communications with your passion for agriculture and conservation, consider the South Dakota Soil Health Coalition (SDSHC) Communication Coordinator position. Our vision is a collective effort to increase sustainable ag production through diversification and improved soil health. We're looking for a creative, results-oriented, upbeat, self-starting professional who shares our vision to join our team as Communication Coordinator.

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 coordinator 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. Consideration will be given to a combination of education and experience with course work in communications; environmental, plant, animal and soil sciences; or natural resources management. This is a grant-funded position; additional funding and employment is contingent on the success and accomplishments of the position. The communication coordinator is a full-time staff position assigned to assist the South Dakota Soil Health Coalition. Salary, duty location 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 resume to:

Angela Ehlers, Executive Director
SD Association of Conservation Districts
PO Box 275
Pierre, South Dakota 57501-0275
605-895-4099
sdoffice@sdconservation.net

or

Cindy Zenk, Coordinator
SD Soil Health Coalition
43968 139th Street
Webster, SD 57274
605-280-4190
cindy.soilhealth@sdconservation.net

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

APPLICATION DEADLINE IS: June 8, 2020

See attached for complete position description.

Position Description – Communication Coordinator South Dakota Association of Conservation Districts

Introduction:

The Communication Coordinator will assist the South Dakota Soil Health Coalition in providing outreach and educational opportunities on the principles of soil health to ranchers, farmers, conservation professionals, and the public. The Communication Coordinator will work closely with SDSHC Coordinator providing communication and outreach support for the SDSHC Board of Directors and members.

Duties:

Work with the South Dakota Soil Health Coalition (SDSHC) coordinator and board of directors, as well as with SDSHC staff, volunteers, and agency or partner staff to:

- Assist in developing and implementing outreach plans that identify messages and strategies about key issues for external and/or internal audiences.
- Researches, writes or coordinates educational, informational and promotional printed and electronic materials to produce accurate and understandable communications.
- Coordinates materials to provide clear and concise products that conform to SDSHC's technical and aesthetic standards.
 - Coordinates the advertising material for television, radio, and/or social media by assisting in production of videos, computer graphics, and audio promotions.
 - Takes photographs, selects appropriate shots for illustrations and maintains photograph files.
 - Performs social media outreach to promote mission of SDSHC
 - Schedules and/or consults with printing and production businesses to guarantee completion of projects by established deadlines and to coordinate uniform and consistent quality of production materials.
- Works with local, state, and national press contacts to communicate messages for media coverage.
- Assists in development of communications materials or new information to ensure accuracy, clarity and consistency of key messages.
- Assists in responding to information requests from the public in an accurate and timely manner to enhance credibility and public image.
- Assists in maintaining the SDSHC websites.
- Assist board members in developing presentations for civic groups, schools, partners.
- Assists with Soil Health School, Soil Health Conference, sit downs, workshops or field days.
- Attend meetings and events as assigned.
- Performs other tasks 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 soil health and SDSHC 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 videos.
- Ability to use standard MS Office software and other industry software.
- Agriculture and conservation knowledge.

Supervision:

The South Dakota Association of Conservation Districts employs the communication coordinator; day-to-day supervision is provided by the South Dakota Soil Health Coalition Coordinator. The employee shall exercise initiative in organizing work schedules and timelines; however, the supervisor outlines the requirements of the work, establishes general work priorities, and furnishes general instructions to the employee on new assignments.

Personal Contacts

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

Physical Demands

The majority of the employee's duties will be in a typical office environment; however, the employee may at times be outdoors on site visits. 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.