



Job Description: Conservation Outreach Coordinator

Job Summary:

This full-time position will assist the Washington Association of Wheat Growers (WAWG) and the U.S. Department of Agriculture, Natural Resources Conservation Service (NRCS), preserve, protect, and promote the small grain industry across Washington. Additionally, they will fulfill critical Outreach & Communications (O&C) roles and responsibilities in support of all producers across the NRCS's East Area.

Essential Functions:

Objective 1

Build trust-based and enduring relationships with farmers, ranchers, forestland owners, and students across NRCS Washington's East Area, with an emphasis on the small grain industry statewide, to enhance their utilization of the suite of programs and technical assistance NRCS offers them and raise awareness of career opportunities. This will be done by:

- Fostering healthy relationships with traditional and underserved communities by identifying and partnering with key liaisons to build effective networks.
- Emphasize outreach endeavors that assist producers.
- Tailor Outreach & Communications (O&C) strategies to meet the needs of producers.

Objective 2

Coordinate communications activities and outreach opportunities that raise awareness and understanding NRCS programs, information, career opportunities and technical assistance offered. This will be done by:

- Research, identify, coordinate, attend, and host events and activities where NRCS can engage with key communities, both afterhours and on the weekends.
- Coordinate logistics, participation, and resourcing between local field offices and event organizers.
- Maintain NRCS Outreach Resources that are stored in the East Area Office.
- Contribute to, and enhance, State Outreach Calendar.
- Attend NRCS Public Affairs weekly Sync Meetings, either virtually or in-person.

Objective 3

Share information and resources with farmers, ranchers, forestland owners, and students across NRCS-Washington's East Area, with an emphasis on the small grain industry statewide, to enhance their utilization of the suite of programs and technical assistance NRCS-WA offers them and raise awareness of career opportunities.

- Provide NRCS information at virtual and in-person events, including but not limited to conferences, conventions, field days, career fairs, and tradeshow.
- Promote and maintain working relationships with organizations, partners, media representatives, and special interest groups to provide NRCS related information to their public.

- Help translate technical NRCS language into language that is understandable. This includes eligibility requirements for program participation, application procedures, and Farm Bill program rules.
- Coordinate with NRCS State Public Affairs Staff to prepare appropriate outreach materials and products, including but not limited to fact sheets, flyers, PowerPoint presentations, exhibits, brochures, video productions, and talking points.
- Assist NRCS Public Affairs staff in creating and publishing landowner success stories, feature articles, program related news releases, and other written communication in a variety of mediums, including but not limited to magazines, newspapers, and partner newsletters and websites.
- Consult with state webmaster to enhance and tailor the NRCS Website to specific communities to facilitate easier access, understanding, and comprehension of NRCS programs, services, and landowner/land eligibility.

Objective 4

Support NRCS Public Affairs staff by collecting, tracking, and evaluating Communications and Outreach data and analytics to measure effectiveness of current plans and provide recommendations for improvement.

- Provide ideas and recommendations on how to improve data collection and analysis.
- Help find, understand, and engage with communities who may be unfamiliar with NRCS.
- Contribute to, help develop, and implement NRCS Communications and Outreach plans, which include clearly defined messages, key publics, types and modes of communication techniques, and report results.
- Other duties as assigned.

Qualifications and Requirements

Mandatory Qualifications

- College degree (or equivalent experience) in political science, agriculture, natural resource management, environmental science/education, or related field.
- Proficiency with standard software programs, internet application and social media platforms.
- Excellent communication (written/verbal) and interpersonal skills.
- Excellent attention to detail and ability to multi-task.
- Ability to develop and maintain effective and positive working relationships.
- Ability and willingness to take direction and comfortable with a range of responsibility levels.
- Ability to successfully organize, prioritize, and handle multiple tasks simultaneously.

Desired Qualifications

- At least three years of relevant work experience in natural resources or related field. Knowledge of Washington wheat agricultural management practices. Detailed understanding of conservation farm bill programs.



Physical Requirements

While performing the duties of this job, the employee is frequently required to sit, stand, communicate, reach, and manipulate objects, tools, or controls. The job requires mobility. Duties involve moving materials weighing up to 15 pounds on a regular basis such as files, books, office equipment, etc., and may infrequently require moving materials weighing up to 50 pounds. Manual dexterity and coordination are required less than 50% of the work period while operating equipment such as computer keyboard, calculator, motorized vehicle and standard office equipment.

Supervision Received

This position works under the general supervision of the Executive Director.

Working Conditions

Usual office working conditions. This position is based in the Washington Association of Wheat Growers office in Ritzville, WA. Part-time remote working conditions can be considered. The noise level in the work area is typical of most office environments with telephones, personal interruptions, and background noises. Some evening meetings and infrequent travel are required.

Benefits

- Competitive pay up to \$76,738.80 depending on qualifications.
- 100% covered Health, dental, and vision insurance
- SEP retirement match of 10%
- Vacation, Sick, and Personal leave.

If interested in applying, deadline to apply is has been extended to April 1st. Please send your resume and a cover letter to Attn: Michelle Hennings, 109 East First, Ritzville, WA 99169 or email it to michelle@wawg.org.