

JOB DESCRIPTION

Date: July 12, 2021
Position Title: Volunteer and Outreach Coordinator
Department: Development
Supervisor: Senior Membership Manager
Schedule: Full time
FLSA: Non-Exempt



RIVERKEEPER.
NY's clean water advocate

Position Summary

The Volunteer and Outreach Coordinator (VOC) coordinates all volunteer and outreach activities for Riverkeeper with the goal of amplifying Riverkeeper's messaging, increasing the number of prospective members and activists that respond to Riverkeeper appeals and calls to action, and strengthening Riverkeeper's Campaigns. Under the direction of the Senior Membership Manager, the VOC will organize a corps of volunteer Riverkeeper Ambassadors and Sweep Leaders and, in collaboration with the Events and Membership Managers, manage the Riverkeeper Sweep and set up additional service projects, film screenings, tabling, concerts, and other outreach activities as needed.

The VOC reports to the Senior Membership Manager and will also work closely with the Events Manager. The VOC will assist Development staff working in Major Gifts and Grants, Database Services and Program staff as needed.

Specific responsibilities include, but are not limited to:

Riverkeeper Sweep

- Organize the Riverkeeper Sweep, create and manage event timeline and budget, and coordinate all information and materials, including the website and volunteer registration pages
- Communicate with Sweep Leaders, Sweep sites, and local partners
- Actively increase the number of sites and volunteers
- Oversee data collection and reporting for Sweep results
- Purchase all Sweep event supplies, materials and promotional items and coordinate dissemination of materials to Sweep leaders and sites prior to the event.
- Draft Sweep communications and marketing materials
- Coordinate Riverkeeper staff and volunteer leadership participation
- Steward Sweep volunteers year-round to increase retention and promote Riverkeeper membership
- Assist Events Manager with corporate sponsors and fulfillment of marketing and branding obligations
- Supervise temporary Sweep Assistant

Service Projects

- Organize service projects (clean ups, tree plantings, invasive removal, etc.) for Riverkeeper sponsors and volunteers
- Work with Riverkeeper partners to develop new service project opportunities
- Assist Events Manager with corporate sponsors and fulfillment of marketing and branding obligations

Create and Launch Riverkeeper Ambassador and Tabling Program

- Identify and train 10-20 volunteer Ambassadors who can work with Riverkeeper staff in public settings and represent Riverkeeper as needed
- Create training webinars for Ambassadors
- Schedule calls and/or in-person training sessions for volunteers
- Assess and staff tabling opportunities throughout the year
- Work with Riverkeeper staff to coordinate other volunteer opportunities throughout the year (e.g., phonations, event support, admin support, etc.)
- Create materials for tabling opportunities
- Work with Communications team and Membership Manager to regularly assess and improve messaging and update communications, including table scripts, marketing materials, email templates, and social media copy as needed
- Under the direction of the Vice President for Development, manage the “Save a Million Bass” Campaign

Film screenings, concerts, panel discussions, and other outreach events

- Collaborate with Events and Membership Managers on all events
- Organize and support outreach events focused on new audiences for Riverkeeper, including film screenings, concerts, happy hours, panel discussions, and volunteer appreciation events
- Coordinate with Program staff and support other departments’ events as needed
- Draft communications and social media to promote events as needed
- Create and give public presentations
- Working with Senior Database Coordinator, ensure that attendee information from all events is documented, and attendees are stewarded in a timely manner with online and offline follow-up

Other duties as needed

- The VOC will assist with gift entry and acknowledgments as needed by the Senior Database coordinator
- Assist Senior Membership Manager, Communications, and Program teams in scheduling and drafting and promoting e-blasts and social media as needed
- The VOC will assist with general office duties as needed, including answering phones, greeting visitors, and taking deliveries.

Ideal Qualities and Characteristics

The ideal candidate must be highly collaborative and willing to learn. The VOC will be proactive, detail-oriented, reliable, and flexible with a strong ability to meet deadlines and multi-task. Discretion and confidentiality with respect to donor records are a must. The VOC must be comfortable with public speaking and giving presentations to small and large groups. They should thrive in a fast-paced environment, managing multiple priorities and projects. The VOC must have excellent computer, written, and oral communication skills and enjoy collaborating with a wide variety of people and situations.

Qualifications must include:

- At least 2 years of experience with volunteer coordination, event planning, outreach and communications, not-for-profit and/or environmental science issues
- Demonstrated ability to organize and manage projects and complex workflow

- Proficiency in the use of Microsoft Office and Google software applications
- CRM Database experience such as Raiser's Edge or similar preferred
- Public speaking and presentation experience with webinars and Zoom meetings preferred
- Experience with social media platforms, and WordPress, basic design software and marketing preferred
- Enthusiasm for the Riverkeeper mission and for helping the Development team reach its annual financial goals
- Professional demeanor and ability to build strong relationships and communicate with the public, volunteers, partners, and funders
- A team player who is able to establish and maintain effective working relationships with diverse communities, members of the public, volunteers, and internally, with other departments and volunteer leadership
- BA/BS or equivalent work experience
- As COVID regulations allow, must be able to work in an open workspace
- Must be able to work outdoors, in all weather conditions. Occasionally muddy conditions and occasionally wading in streams and shorelines
- Must be able to carry up to 30lbs
- Driver's license required
- Flexible, able to adapt to a busy and changing schedule of activities

Location

Riverkeeper is based in Ossining, New York. This position is based in Ossining, and will have flexibility and be able to work remotely from other locations on occasion. Currently, due to Covid, almost all staff are still primarily working remotely and we do not expect a more holistic return to the office until fall 2021.

Compensation and Benefits

This is a band 8 position. Compensation is commensurate with experience ranging from \$45,000 to \$50,000. This non-exempt position is full time (37.5 hours/week) and must have a willingness to travel throughout the Hudson River watershed. Occasional evenings and weekend work will be required, and flex time encouraged. Riverkeeper offers health, dental, vision, life and disability coverage, vacation, sick, personal days, as well as parental leave and other benefits.

Application Procedure:

Please submit your résumé and cover letter as well as a list of at least 3 references to humanresources@riverkeeper.org. Please write 'Volunteer Outreach Coordinator' in the subject line. Position will be open until filled. Phone calls will not be accepted.

Riverkeeper is an AA/EEO employer. Riverkeeper is committed to attracting, developing, and retaining exceptional people, and to creating a work environment that is dynamic, rewarding, and enables each of us to realize our potential. Our work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law. People from diverse backgrounds are encouraged to apply.