

HRAP Communication Coordinator Job Description

Position Summary:

The Communication Coordinator will coordinate outreach activities for the Haystack Rock Awareness Program (HRAP). They will work closely with the Director, Volunteer and Education Coordinator, and partners to organize and oversee the creation of promotional, informational, and education materials for staff, volunteers, school groups, and the public. The communication coordinator will oversee and manage HRAP social media, website, research ways to expand volunteer base and outreach partners, and serves as a liaison to partners and media outlets. The communication coordinator will also work on grant applications, grant writing, and identifying applicable grants. Coordinator will also be expected to have knowledge about the intertidal and seabird ecology at the Haystack Rock Marine Garden, work closely and train seasonal staff and volunteers, operate and drive the beach truck including on the beach, and fill in as a rocky shore interpreter when needed.

Duties & Responsibilities:

1. Will report to and work closely with the HRAP Director.
2. Manage Facebook, Instagram, other social media, and website to increase outreach.
3. Create and distribute graphics and information for the program.
4. Create and collect content for program social media, website, and media outreach via photographs and videos.
5. Photograph wildlife, staff, and produce promotional images.
6. Record and edit videos of wildlife, education lessons, events, and beach team.
7. Manage live social media events during events.
8. Will research best methodology for grant writing and historical grant applications through HRAP and FOHR.
9. Compile list of grants and apply for applicable grants.
10. Determine potential partners relevant to HRAP through ongoing research and evaluation and cultivate those prospects that best align with HRAP's strategic short- and long-term priorities and needs.
11. Attend monthly meetings and additional trainings.
12. Work collaboratively and seamlessly with staff to identify new potential foundation, individual, private, corporate, school, and other organization partners.
13. Fill in as rocky shore interpreter as needed.
14. Collect data and information for strategic use.
15. Must be flexible to shifting deadlines and priorities.
16. Must be driven by a strong work ethic to produce quality work on a short timeline.
17. Submit proposals to engage potential partners on behalf of HRAP in a timely and consistent manner. This includes developing concepts, gathering, and formatting information and preparing clear communications.
18. Research and assist in developing plans for expanding the HRAP presence.

19. Serve as an ambassador of the mission of HRAP in the interaction with current and potential partners and the media.
20. Write PR articles and coordinate messaging with media in a timely manner.
21. Assist the Director and Education Coordinator on varying ongoing projects.

Qualifications:

Education and/or Experience:

Bachelor's degree from an accredited college or university in Natural Resource Management, Environmental Education, Biology, Zoology, Marketing, Communications, English, Journalism, Business or Public Administration or other relevant field; previous grant writing experience and Spanish-speaking desirable.

Skills, Knowledge, and Abilities:

Must have proficiency in MS Office Applications, desktop publishing, database, spreadsheet software, social media management, website maintenance, and graphic design. Strong interpersonal, written, and oral communication skills are required. Must have the ability to effectively prepare and present information to various groups. The ability to work independently or with others to manage multiple tasks with minimal supervision is essential. Skills and knowledge in marketing principles, grant writing, and curriculum development is preferred.

Experience in education, interpreting, environmental science, oceanography, ecology, and other related biology fields preferred, but not required.

Preference will be given to applicants who are fluent in Spanish and English.

Compensation:

Year-round, part-time does not exceed 19 hours per work week; \$17-22/ hour depending on education and experience.

About HRAP:

The Haystack Rock Awareness Program is a stewardship and environmental education program whose mission is to protect, through education, the intertidal and bird ecology of the Marine Garden and Oregon Islands National Wildlife Refuge at Haystack Rock. Since its modest beginnings in 1985, HRAP has educated and inspired over one million adults and children to learn about the natural resources at Haystack Rock and in other places on our Earth. The Friends of Haystack Rock is a 501(c)(3) who work closely with HRAP, providing guidance and financial support.