

JOB TITLE: Community Engagement Coordinator  
DEPARTMENT: Administration  
POSITION TYPE: Full Time / Hourly  
REPORTS TO: Executive Director  
DIRECTLY SUPERVISES: Volunteers and interns as assigned



**MISSION:** Cottonwood Canyons Foundation (CCF) works to continuously improve the environments of Big and Little Cottonwood Canyons through education and stewardship programs.

The Cottonwood Canyons are a critical and magnificent ecosystem, provide approximately 60% of the drinking water for Salt Lake City, and are a major economic engine for Utah's ski industry. They are also located within one of the most highly-visited portions of national forest in the nation and receive extraordinarily high numbers of visitors and therefore experience high levels of use and recreational pressure.

We see it as extremely important to educate the public who utilize this area for recreation and who rely on it daily for their drinking water, on the canyons' importance and how they can help promote their ecological health. We also aim to provide the community with direct and hands-on ways to give back to this environment through volunteering.

It is our belief that if we all better understand the importance of this area, and if we all take part in helping to improve it, the Cottonwood Canyons will continue to be a healthy environment and watershed and a spectacular place to recreate for generations to come. We're grateful to our partners and community of volunteers for their help in these efforts.

**PURPOSE OF POSITION:** The Community Engagement Coordinator (CEC) will manage all aspects of the organization's volunteer program to assure that volunteers are recruited, trained and supported in their vital roles with CCF.

The CEC will represent CCF at stewardship days, outside community events and fundraising events to promote public knowledge of CCF's programs and opportunities for involvement.

Marketing, graphic design and social media responsibilities are managed by the CEC. This position works closely with the Executive Director, Education Director, Botanist and Trails Director

This position requires at least three (3) years of related experience that includes work in the areas previous listed. The ideal candidate for this position will have a passionate commitment to the environment, particularly the Cottonwood Canyons area, and requires formal education or experience in non-profit organizations.

## REQUIRED SKILLS AND BACKGROUND:

- ✓ Bachelor's Degree and/or 3 years of relevant experience; advanced degree preferred.
- ✓ At least 2 years of professional experience in nonprofit organizations with demonstrable increases in responsibilities.
- ✓ Demonstrated knowledge of volunteer program evaluation techniques, including basic statistical methods, development and oversight.
- ✓ Demonstrated knowledge of graphic design and social media techniques.
- ✓ Excellent oral and written communication skills and exceptional public speaking skills.
- ✓ Exceptional interpersonal skills and a commitment to helping others reach their full potential.
- ✓ Experience providing direction, leadership and vision to volunteers, including motivational techniques and training methods.
- ✓ Ability to develop and strengthen partnerships and collaborations to further the CCF mission.
- ✓ Knowledge of the Cottonwood Canyons area through recreational use preferred.
- ✓ Ability to write concise and interesting articles, reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
- ✓ Ability to demonstrate eligibility for work in the United States.
- ✓ Able to pass a background check and drug screening as requested.

## KNOWLEDGE AND SKILLS:

- ✓ Excellent interpersonal, organizational and motivational skills as well as the ability to work well in a fast-paced environment and handle multiple tasks at once.
- ✓ Excellent oral and written communication skills and a genuine desire to model and facilitate productive communication in the workplace.
- ✓ Enthusiasm for working with volunteers.
- ✓ Mature and positive attitude. Professionalism and good communication skills.
- ✓ Proven track record in connecting opportunities to volunteers.
- ✓ Research skills for volunteer models, social media opportunities and graphic design techniques.
- ✓ Computer Skills: Word Processing, Spreadsheets, Presentations, Email, Internet, Google software and G Drive operation, graphic design software (Adobe Creative Suite preferred, but will train), Databases.

**WORKING ENVIRONMENT:** Work is performed generally at a desk. However, the CEC frequently visits various programs and thus may be involved in strenuous trail builds, hikes, and ski tours.

## PHYSICAL REQUIREMENTS:

- ✓ Ability to sit for long periods of time while also performing typing duties on a computer.
- ✓ Ability to stay standing or active during entire shift.
- ✓ Ability to lift and carry objects of at least 25 pounds.
- ✓ Ability to lift, bend, stoop, kneel, crouch, push and other strenuous activities.

## SCHEDULE:

- ✓ 40 hours per week.
- ✓ Typically, Monday – Friday, but frequent weekend or occasional evening work will be required.
- ✓ Overtime will not be permitted unless expressly approved by the Executive Director.

## RESPONSIBILITIES:

### *Volunteer Management:*

- ✓ Manage aspects of volunteer relations including development, coordination, coaching, team building, retention and recognition.
- ✓ Maintains and monitors safety compliance for volunteers at events.
- ✓ Conducts periodic informal evaluations and gives ongoing feedback to volunteers supervised.
- ✓ Develops and supervises training and support for volunteers.

### *Program and Event Coordination:*

- ✓ Supports operations for stewardship events such as National Trails Day or Silver Lake Restoration Day or others as assigned.
- ✓ Manages and promotes the Deep Powder Pass program.
- ✓ Manages and promotes the Wasatch Wildflower Festival.
- ✓ Manages the Summer and Winter Volunteer Appreciation events.
- ✓ Manages Kids Days and other education events in conjunction with the Education Director.

### *Community Outreach:*

- ✓ Maintain (and develop new) strong relationships and collaborations with the Forest Service, nonprofit organizations, community partners, donors, government entities and volunteers.
- ✓ Seek out, attend and manage details relating to outreach through community opportunities to attract volunteers and promote CCF's work. Will include events, races, trade shows, membership organizations and clubs.
- ✓ Conduct naturalist hikes and tours as needed through summer and winter programs.

### *Marketing:*

- ✓ Creates outreach materials for all of CCF's programs, events, promotional pieces, brochures, etc.
- ✓ Helps to create instructional video assets for training and promotional purposes.
- ✓ Develops and maintains CCF's social media and online presences, including communications and design.
- ✓ Works with the Executive Director to develop and manage communications for donor relations.

### *Board Engagement:*

- ✓ Attend meetings of the Board and committees as invited by the Executive Director.

*Financial Management:*

- ✓ Write grant application segments and periodic reports as requested.
- ✓ Manage budget components in coordination with the Executive Director.
- ✓ Monitor and execute expenditures within the budget.

*Operations:*

- ✓ Follows safety management plans.
- ✓ Maintains records and statistics.
- ✓ Establishes, tracks and reports outcomes as requested.
- ✓ Initiates the ordering and inventory of supplies and equipment as requested.
- ✓ Carries out other duties as assigned by the Executive Director.

*Leadership:*

- ✓ Demonstrate inclusive and collaborative mindset to maintain good relationships.
- ✓ Must be comfortable speaking to large groups of people for assemblies, meetings and presentations.
- ✓ Demonstrate and model personal integrity and ethics.
- ✓ Must be able to articulate CCF's non-political mission and describe education and stewardship programs to the public.
- ✓ Provides regular feedback to Executive Director of organizational needs.
- ✓ Ensure implementation of policies and procedures.
- ✓ Report to the ED progress and course corrections of strategic plan, objectives and timeline.
- ✓ Recommend, develop and initiate new policies and programs in cooperation with key staff.

ACKNOWLEDGEMENT: This job description describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

EVALUATION: Performance of this job will be evaluated in accordance with the provisions of Board policy.

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Employee Name

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Date