



WE ARE LOOKING FOR GREAT LEADERS LIKE YOU.

Vermont Youth Conservation Corps | 1949 East Main St. Richmond, VT 05477 | 802-434-3969 | Info@VYCC.org | VYCC.org

OFFICER FOR COMMUNITY ENGAGEMENT JOB DESCRIPTION

Reports To: Executive Director

Position Status: Full-time, Year Round

Position Start: Fall, 2020

Exemption Status/Reason: Non-Exempt

Job Summary:

The Vermont Youth Conservation Corps (VYCC) has a tremendous impact on the lives of young people and the communities they serve. The Officer of Community Engagement (OCE) is responsible for amplifying VYCC's story and strengthening our connection to communities throughout Vermont. As a member of the VYCC leadership team, the OCE plays a key role in fostering VYCC's culture and strategy.

Sharing VYCC's impact on participants, alumni, and communities at a local and statewide level is at the heart of this work. When Corps Members form a deep connection to the communities they serve, and when communities can connect with the work of VYCC, we are able to leverage resources that support the young people who are essential to Vermont's future.

The OCE leads VYCC's Engagement Department, and provides both high-level strategy and on-the-ground support of development, marketing, and recruitment initiatives. In this role, a successful OCE will help secure additional financial resources, create new and greater Member opportunities, and enhance our impact throughout the state.

Reporting to the Executive Director and working closely with other VYCC leadership, the OCE sets strategy and leads the execution of all inbound and outbound communications, outreach and marketing activities, and legislative strategy for the organization. They are responsible for consistent and strategic branding, and collaborate closely with fellow leaders to create and share compelling narratives for the organization. This is a terrific opportunity for a talented and dynamic individual to join an awesome team of people who believe deeply in the power and potential of young adults.

ESSENTIAL FUNCTIONS

Communications & Marketing Strategy / Implementation

- Collaborate closely with the Executive Director to tell the VYCC story; create messaging and elevate the public profile of VYCC.
- Maintain a strong VYCC brand across all public-facing projects including: digital applications, campus branding, gear and equipment, and print publications.

- Produce and oversee digital content by keeping our website fresh, social media buzzing, and digital tools deployed effectively.
- Create email communications for alumni, donors, and our large base of supporters.
- Produce a robust amount of media content (photos, video, blog posts, etc.) and expand use of video content as a recruitment, development, and storytelling tool.
- Foster a consistent connection with Vermont media outlets to increase earned media and generate buzz for crews through press releases and events, and media requests.
- Manage external contracts for design work, web development, and other projects.

Community Engagement & Development

- Lead the VYCC Engagement Team to do their best work and meet annual goals.
- Serve as a strategic partner to the Executive Director, Development Director, and VYCC Board of Directors for fundraising initiatives. VYCC currently raises approximately \$1M each year through philanthropic engagement with generous friends and we look to increase this in the coming years.
- Activate and engage with a robust network of VYCC champions who understand, appreciate, and support VYCC.
- Demonstrate VYCC's impact on young people and communities to a broad audience through storytelling and other means. Attract and inspire donors, sponsors, project partners, youth, young adults, alumni, and parents/guardians.
- Maximize VYCC's community presence and connection to donors, supporters and alumni through creative new initiatives and currently successful efforts.
- Help VYCC expand the audience we serve, and create opportunities for more diverse audiences to experience VYCC and the conservation and agricultural industries more broadly.

Local, State, and National Legislative Advocacy

- Develop and lead VYCC's legislative strategy with the specific goals of increased appreciation and support from the Vermont State Legislature.
- Ensure key stakeholders in local, state, and federal government are regularly informed about VYCC's impact, our new initiatives, and support needed to increase our impact on Vermont.
- Monitor and provide appropriate support or testimony for key pieces of legislation. Oversee an annual statehouse advocacy day for VYCC for alumni.
- Provide local leaders and community-based media outlets with content relevant to VYCC projects.

Internal Collaboration and Leadership

- Provide advising, idea generation, and high-level participation as part of VYCC's leadership team.
- Provide strategic leadership in for a cohesive recruitment strategy that meets benchmarks for both Crew Leader and Corps Member application and hiring goals on a state and national level.
- Oversee the design and production of recruitment and development materials; specifically, collateral projects, branded items, public presentation materials, and giveaway swag.
- Provide leadership in making VYCC's culture an "active verb," by ensuring we leverage creative resources for professional development, provide connective opportunities across all departments, and are intentional about how we engage as colleagues and people.

MINIMUM QUALIFICATIONS

- Passion about the work and potential of young adults, with particular focus on the Conservation and Agricultural sectors
- Terrific collaborator and mentor/supervisor

- Dynamic and engaging storyteller; minimum 4 years' experience in marketing/communications, with proven skills in branding, messaging strategy, digital content (utilizing video, photo, and copy), and using data to assess performance.
- Passion for, and experience in, fundraising work, including campaign strategy and execution; and person-to-person networking, cultivating new relationships, and stewarding existing supporters.
- Attuned to emerging trends in social media, digital communications; especially for a young adult audience

VYCC's Culture, Workplace, and Compensation:

About VYCC

Our mission is to teach young people personal responsibility through meaningful work that connects us to the land, community, and one another. Youth and young adults (ages 15-24) join VYCC for practical and hands-on work, personal growth, and deep connection to the natural world by working on farm and conservation crews across the state. Learn more at VYCC.org.

Our Commitment to Diversity

VYCC is committed to creating a diverse environment and is proud to be an equal opportunity employer. We encourage applicants from diverse racial, ethnic, and cultural backgrounds; women and gender fluid individuals; veterans; LGBTQ people; and individuals with disabilities. All eligible applicants or job-holders have an equal opportunity in all areas of VYCC employment.

Our Workplace

This position is based out of the Vermont Youth Conservation Corps Headquarters Office at the historic West Monitor Barn, in Richmond, VT. Our office is a collegial, bustling, and fun open office atmosphere, which offers staff opportunities to interact and collaborate. Successful staff are able maintain focus and productivity, balance personal initiative and independence, and plug into our team in ways that help us do our best work as an organization. Staff enjoy the perks of the Farm at VYCC and forest campus year-round, as well as the happenings of nearby downtown Richmond.

The pandemic has, not surprisingly, shifted this longstanding office-based culture. Most staff continue to work remotely, and we are focused on COVID-19 safety protocols. The office is open with restrictions to ensure the health and safety of our team. We take a flexible approach during this time when staff's families have different and evolving needs. Staff accesses remote server access, Zoom and Microsoft TEAMS when working from home. Though many of us are working remotely, we are actively finding ways to support one another and stay connected.

Staff Compensation:

- Salary, Exempt from overtime
- Medical and dental insurance
- Annual (CTO) and sick leave
- On-going professional development
- Member of a mission-driven, fun, results-oriented, and dedicated team of professionals
- Member of a dynamic organization with tremendous impact on Vermont's youth and environment

How to Apply

Please send a cover letter, resume, and contact information for three professional references to Breck Knauft at breck.knauft@vycc.org. No calls, please.