



Le Sueur County Soil & Water Conservation District

Le Sueur County SWCD
181 W Minnesota St
Le Center, MN 56057

Tel. (507) 419-0365
Website: www.lesueurswcd.org

Updated 2/14/2024

Position Title: Outreach Specialist/Soil Health Outreach Specialist
Location: 181 West Minnesota Street, Le Center MN
Employment Terms: Regular Full Time
Starting Salary Range: Pay Scale 7/8

Position Purpose:

The Outreach Specialist/Soil Health Outreach Specialist promotes the efforts of the Le Sueur County SWCD through a wide variety of media outlets. Additionally, this position develops content and prepares materials for social media, websites, field days, booths, and workshops, as well as attends events on behalf of the SWCD as it relates to programs and practices that are a priority within Le Sueur County. These activities include but are not limited to soil health initiatives, storage, drainage, water quality issues and concerns, shoreland and stormwater best management practices. Furthermore, this work relates to implementation of the goals and policies identified in the Le Sueur County Watershed Management Plans (Local Plan and One Watershed One Plans), Le Sueur County Zoning Ordinance and Le Sueur County Aquatic Invasive Species Prevention Plan.

Supervision:

The Outreach Specialist is under the direct supervision of the Le Sueur SWCD District Manager.

Responsibilities:

1. Acts as a project manager/participant on assigned and newly created projects.
2. Works to develop communication goals, identify appropriate audiences, build producer relationships, and recommend appropriate communication tools and venues.
3. Writes and edits internal and external correspondence including news releases, social media, talking points, speeches, external and internal web content, letters, communications plans and presentations for a broad range of audiences including elected officials, general public and staff.
4. Monitors online and print media. Manage incoming media inquiries and proactively distribute news stories and information.
5. Manages outreach events including planning, coordination and execution of special events.
6. Engages with producers/landowners to select favorable materials and distribute the material through effective and preferred outlets.
7. Works with vendors in printing publications, online and print advertising, and contracted photography and videography.
8. Publishes information using Adobe Creative Suites (including Photoshop, Illustrator, and InDesign) to create or enhance various publications and signage. Proofreads and edits documents.

9. Works closely with One Watershed One Plans (Cannon, Lower MN East and Middle MN) and provide support for education and outreach needs.
10. Build relationships with landowners & producers to identify goals and needs, and document processes for successful project implementation.
11. Work with current staff to build a monitoring system for soil health practices to create meaningful local data for the expansion of soil health efforts
12. Responsible for publishing the SWCD Annual Report
13. Publish a quarterly SWCD Newsletter with assistance from other SWCD Staff
14. Publish press releases of SWCD Accomplishments
15. Updates and manages the Le Sueur SWCD Website
16. Other directives as assigned by District Manager

Desired Qualifications:

1. Knowledge of and the capability to work on various social media platforms
2. Experience working on website development and content creation
3. Knowledge of basic soil health principles and practices with the desire to attain Job Approval Authority in soil health practices
4. Experience working in all Microsoft Office programs
5. Ability to create useful content under minimal supervision
6. Excellent communication skills with an outgoing, self-motivated personality
7. Strong interpersonal skills and an ability to navigate and engage with a variety of cultures, experiences, and interests
8. Comfortable with public speaking and engaging audiences
9. A minimum of a 2 year degree in environmental sciences, marketing, communication or any combination of experience and education within these professions
10. Ability to lift 50lbs and maneuver on uneven terrain.