



Job Opening Posted November 2016

Title: Communications and Outreach Coordinator

Prairie Rivers Network seeks an energetic and outgoing individual to inspire Illinois citizens to protect the state's 120,000 miles of rivers and streams and wildlife.

Organization:

Prairie Rivers Network is Illinois' statewide river conservation organization and the Illinois affiliate of the National Wildlife Federation. Founded in 1967, the organization is headquartered in a dynamic University community just 45 minutes from a national scenic river and within 20 minutes of one of the state's finest small mouth bass streams. Prairie Rivers works to restore and protect Illinois' rivers and wetlands for the benefit of people, fish, and wildlife. For more on Prairie Rivers, visit our website: prairierivers.org.

Primary Responsibilities:

The Communications and Outreach Coordinator will report to the Executive Director and work closely with all staff members to promote Prairie Rivers Network, our program work, general river stewardship and awareness, and support our fundraising and member engagement goals.

Organization and Program Specific Communication and Outreach Duties (80%)

- Coordinate the development and implementation of a cohesive marketing plan for the organization
- Create, coordinate, and implement PRN's "core" messages to ensure organizational consistency and engaging stories.
- Identify significant media and public policy issues that can be leveraged to support PRN's work, and create and implement communication plans to utilize them.
- Work with staff to develop a communications plan for each program area and implement communications plan throughout the year, including posting regular content on both the website and social media accounts as well as engage with traditional print media outlets to communicate our program work
- Coordinate with program staff to develop and implement communications strategies that will broaden programmatic reach and deepen impact.
- Respond to outside inquiries about PRN or our program work.
- Recruit and cultivate volunteers to assist with program work as needed.

Fundraising and Member Engagement Communication and Outreach Duties (20%)

- Oversee and coordinate Prairie Rivers Network's 50th Anniversary activities during 2017.
- Work with the Executive Director to create and implement regular, special communications for major donors as well as work with staff to write regular member communications including bi-monthly enews, print newsletter, action alerts, website and social media posts, and solicitations as needed.
- Recruit and cultivate volunteers to participate in peer-to-peer and other fundraising campaigns.
- Represent PRN at community events and other venues such as universities, clubs and civic groups and conduct informational presentations on behalf of the organization as needed.

Qualifications:

- Bachelor's degree required, masters preferred in public relations, marketing, communications, or related field, with journalism experience a plus.
- Prior experience organizing communication campaigns or fundraising campaigns or events preferred.
- Excellent public speaking, written and oral communication skills.
- Experienced with social media.
- Experience generating earned media coverage of environmental issues as well as conducting social media campaigns preferred.
- Friendly, outgoing personality with a passion for educating and helping the community in environmental protection is a must!
- Demonstrated ability and effectiveness working with volunteers and diverse populations.
- Ability to work independently and manage time efficiently.
- Familiarity with clean water advocacy / river conservation a plus.
- Requires frequent travel and some weekend work.
- Valid driver's license with either access to own vehicle or eligibility to rent.

Contact: Please send a cover letter and resume to Prairie Rivers Network, 1902 Fox Drive, Suite G, Champaign, IL 61820 or by email to info@prairierivers.org