



Rural Action

Working Together to Revitalize Appalachian Ohio

Appalachian Carbon Partnership Outreach Specialist

JOB DESCRIPTION

Position: Salaried, exempt,
Location: Kuhre center for Rural Renewal, Trimble, OH
Start Date: August, 2010
Reporting: Executive Director on strategy and planning; daily implementation reporting to Sustainable Forestry Administrator

POSITION SUMMARY

The Appalachian Carbon Partnership Outreach Specialist will work with the Forestry team and regional ACP partners to engage and enroll landowners in the Appalachian Carbon Partnership (ACP). The ACP is a forest carbon offset program geared towards privately managed forest in Central Appalachia. The ACP Outreach Specialist develops and implements marketing, promotion, and enrollment strategies, working as a team member to coordinate communications, administer client application intake, and provide excellent customer service to landowners and land organizations in Ohio's Appalachian communities. The Outreach Specialist is also responsible for reporting to funders and partners and will work with the Rural Action Forestry team on fund development to ensure a successful program in Appalachian Ohio.

RESPONSIBILITIES

MARKETING, OUTREACH & COMMUNICATIONS (30%)

- Development of marketing planning for the Appalachian Carbon Partnership (ACP);
- Implement the marketing plan for the ACP in Appalachian Ohio counties;
- Work with the Forestry Team and ACP Program Administrator to identify and develop new marketing products, new target markets and expand product, service and lending opportunities in accordance with the Appalachian Carbon Partnership;
- Develop a network of contacts and collaborative partnerships in Ohio and the Central Appalachian region to facilitate program efficiency and effectiveness;
- Attend meetings and make presentations on Rural Action's behalf to build reputation, provide program information and generate inquiries in the region;
- Coordinate outreach and educational events on behalf of the Appalachian Carbon Partnership;
- Maintain the ACP workplan and calendar;

CUSTOMER SERVICE (30%)

- Provide exemplary customer service to all clients – timely, accurate, and friendly;
- Follow up and follow through with interested landowners;
- Update and educate landowners to any changes in ACP protocols;
- Maintain detailed records of customer interactions and transactions, recording details of inquiries, complaints, and comments, as well as actions taken in our customer database

ENROLLMENT (20%)

- Work to meet established landowner enrollment goals for each fiscal year
- Participate in strategy and learning sessions with regional partners to increase landowner enrollment

REPORTING (10%)

- Participate in and report on ACP progress at staff and partner meetings;
- Complete monthly ACP program report cataloging successes and failures;
- Grant reporting to partners/funders on progress;
- Perform other related administrative tasks as requested.

OTHER RESPONSIBILITIES (10%)

- Participate in landowner workshops or Rural Action events and public meetings as requested;
- Work with the Executive Director and Forestry team to plan and support the program's overall direction;
- Participation in Rural Action meetings as requested;
- Other duties assigned.

MINIMUM QUALIFICATIONS AND CHARACTERISTICS

Four year college degree in Communications, Marketing, Business, Natural Resources, Environmental Science or an equivalent field or an equivalent combination of formal education and relevant experience;

- Basic spreadsheet and database skills;
- Strongly articulated interest and commitment to sustainable forestry;
- Outgoing, well-organized, attentive to detail, creative and able to work successfully on a team of diverse members;
- Experience organizing public events and communications/marketing plans;
- Ability to develop long term successful relationships with landowners;
- Excellent communications skills, written and verbal;
- Detail oriented, consistent follow-through with minimal supervision;
- Valid driver license;
- Must provide own transportation and be able to travel up to 75% of the time;
- Ability to work nights or weekends as required;
- Ability to setup and breakdown meeting rooms without assistance (e.g., chairs, tables, etc);
- Ability to operate audio visual equipment (e.g., Laptop computer, projector, DVD player, etc.)
- Sales and Goal oriented
- Public speaking

PREFERRED QUALIFICATIONS AND CHARACTERISTICS:

- Understanding of and a strong interest in the Appalachian region;
- A commitment to sustainable development and building healthy communities and strong local economies;
- An understanding of forest economics and carbon sequestration;
- A familiarity with forest certification systems;
- Experience doing internet based research;
- Experience delivering presentations to diverse audiences;
- Sales and/or Marketing Experience

PLEASE SEND A COVER LETTER AND RESUME OR CV TO:

Susi Rankis, Sustainable Forestry Administrator

susi@ruralaction.org or mail to:

PO Box 157, Trimble, Ohio 45782

Deadline: **July 30th, 2010.**

Rural Action is an equal opportunity employer.