



COMMUNITY ENGAGEMENT SPECIALIST

Santa Fe Conservation Trust (SFCT) seeks a communications and social media specialist to help in the promotion of its Safe Routes to School project, as well as other community programs geared toward providing equitable access to the outdoors to the greater Santa Fe area community. The ideal candidate will be Spanish speaking and outgoing, capable of interacting with a wide range of people, motivating their engagement in SFCT's community programs and coordinating community engagement towards established goals--both digitally and in person. The Community Engagement Specialist will work full time and reports to the Trails Program Manager and is based in SFCT's office in Santa Fe, New Mexico.

Key Responsibilities

Safe Routes to School Engagement (45%)

Use social media to build the Safe Routes to School (SRTS) brand.

Regularly post text, video and images that engage the SRTS target market, follow online conversations on SFCT/SRTS social media accounts

Create and promote SRTS meetings and events online and via other media, including those used by and within Santa Fe Public Schools

Solve customer concerns using social media platforms and other media

Write promotional copy/fliers/brochures

Organize and assist with data collection, i.e. classroom tallies, parent surveys, etc.

Coordinate the procurement of incentive products for participants

In person efforts include:

Organize participation/assist on SRTS events

Recruit and coordinate school-based "Walk and Roll" champions and school teams

Coordinate reimbursement of school-based champions

Organize and participate in Walk or Bike to School events

Community Conservation Programs (45%)

Passport to Trails:

Plan and lead hikes with schools, including scheduling with teachers, Partners in Education and other transportation providers.

Coordinate the procurement and distribution of incentive products

Coordinate with teachers getting permission forms back from the students

Vámonos:

Assist in the planning of the annual schedule

Coordinate various aspects of the walks, i.e., scavenger hunt, transportation as needed, incentives and food.

Promote the walks on social media platforms, regularly post text, video and images that engage the Vámonos target market, follow online conversations on SFCT social media accounts

Participate in the walks

Night Sky:

Coordinate a small group of volunteers who will download monthly data and take care of the night sky monitors that monitor the light dome over Santa Fe.

Other duties as requested by the Executive Director or Trails Program Manager (10%)

Qualifications

- Bachelor's degree in business administration, marketing, communications, or a related field preferred
- 2-5 years of experience in marketing, communications or related field
- Demonstrable passion for walking and bicycling
- Track record of working with the Santa Fe Public Schools a plus
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Experience on different social media platforms, i.e., Facebook, Instagram and Twitter
- Adequate knowledge of web design, web development, CRO and SEO
- Strong prioritization, organization, and project management skills
- Experience building long-term partnerships with stakeholders to develop successful projects

- Excellent communication and listening skills to engage potential and existing partners, including teachers, school administrators, students, parents (Spanish language skills a plus)
- Experience working effectively both unsupervised and with teams
- Some evening and weekend work is required

Benefits and Compensation

SFCT pays 75% of employee healthcare premium. SFCT pays 3% of employee salary into retirement fund. Generous vacation.

Reports to

SFCT Trails Program Manager

Supervises

None

Salary

DOE. \$42,000 base salary, plus benefits

About the Santa Fe Conservation Trust

The Santa Fe Conservation Trust partners with our community to keep northern New Mexico's living lands and people flourishing together. We protect culturally and environmentally significant landscapes, ignite people's passion for nature and enable the continual regeneration of our healthy place.

Founded in 1993, SFCT is a land trust with a strong trails legacy. SFCT protects open space, scenic views, wildlife habitat, cultural resources and lands that provide for public recreation. SFCT currently conserves over 43,000 acres in Santa Fe, Rio Arriba and San Miguel Counties.

In addition to our conservation work, SFCT also helped create over 75-miles of trails in Santa Fe County and coordinates volunteers to maintain 55-miles of trails for the City of Santa Fe. Our community conservation programs are designed to connect people to nature to inspire the next generation of conservationists and to ensure equitable access for everyone in our community to the benefits of being in nature. SFCT community programs annually serve all who use Santa Fe's trails (tens of thousands), 500 kids and up to 500 urban walkers. Hundreds of volunteers help maintain SF's dirt trails, providing safe access to these resources. Field trips target south-side schools to introduce underserved kids/families to trail resources. Urban walks on the ADA accessible City trails target elders, the infirm, and people who might be afraid to walk alone. Our newest program is called Safe Routes to School, where we are working with the City of Santa Fe, the Santa Fe Public Schools, the Metropolitan Planning Organization and the NM

Dept. of Transportation on developing an action plan and programs to help kids from kindergarten through middle school in the Santa Fe Public Schools to safely walk and bike to school.

See sfct.org for more information.

HOW TO APPLY

Send cover letter and resume to

jobs@sfct.org

or mail to

SFCT

PO Box 23985

Santa Fe, NM 87502

No phone calls, please.