



**AmeriCorps**  
Ohio

### **NOWCorps Video Communications & Outreach Specialist**

Contact for interested Members: Julie Stark, NOWCorps Program Manager at [julie@tinkerscreekwatershed.org](mailto:julie@tinkerscreekwatershed.org) or 330-963-6243. Applications preferred by July 15, 2021, but position is open until filled.

Tinker's Creek Watershed Partners (TCWP) is a non-profit, 501(c)(3) watershed organization officially established in 2006. Our mission is to protect and restore water quality and habitats of the Tinker's Creek watershed through community partnerships. The Tinker's Creek watershed drains 96.4 square miles and is the largest tributary to the Cuyahoga River. The watershed area spans 24 communities in Cuyahoga, Summit, Portage, and Geauga counties.

Together with our partners, **Western Reserve Land Conservancy** recognizes the importance of maintaining water quality throughout Northern Ohio. We also believe in educating the public and regional leaders to support behavioral changes that positively affect our water resources. The Northern Ohio Watershed Corps (NOWCorps) works with watershed groups, soil and water conservation districts, city and county government offices, and other conservation nonprofits to facilitate outreach, education, capacity building, environmental stewardship, and stormwater management.

Skills and Qualifications: Must have a high school diploma or GED. Must have a valid driver's license, be insured, and have own transportation; mileage will be reimbursed for service-related travel. Must successfully pass a comprehensive background and criminal investigation check. Must possess or plan to pursue a college degree or equivalent in education, tourism, economic development, biology, natural resources, planning, marketing, or similar. Must be self-motivated and able to work independently and in a team emphasizing teamwork, collegiality, respect, and excellence. Experience working with volunteers preferred. Must have excellent written communication skills, including knowledge of industry standards in proofreading and editing using AP Style. Must possess good organizational and communication skills, be capable of working with little supervision, and have proficiency in Microsoft Office products. Knowledge of Adobe Creative Cloud, photography, and social media management preferred. Usual hours of service will be M-F during regular office hours of 8:00am-5:00pm. The ability to serve flexible hours, including some evenings and weekends, is needed. Scheduled hours may fluctuate, increase, or decrease in consideration of seasonal changes such as inclement weather or other extended activities.

The NOWCorps member will receive programmatic training in addition to site specific training. Programmatic training includes first aid, CPR, volunteer engagement, native species planting techniques, stormwater permit requirements, minimum control measures including public involvement, public education, and Good Housekeeping, on a monthly basis.

Location: **Western Reserve Land Conservancy, 812 Huron Rd E Ste 840, Ohio 44115 and at 3850 Chagrin River Rd., Moreland Hills, Ohio 44022**

Reports to: **WRLC Director of Development and Director of Communications and Public Relations**

Duties and Responsibilities of the AmeriCorps member:

*General Member Responsibilities*

- Promote the Northern Ohio Watershed Corps through education and outreach activities
- Enhance skills and knowledge applicable to position through participation in related workshops, conferences, and training
- Assist with fundraising designed to raise funds for activities such as member retreats and other program related projects (these efforts will not contribute to general operating costs for the organization or Host Sites)
- Attend all NOWCorps required meetings and trainings
- Complete activity reports monthly, required timesheets weekly, and any other reporting in a timely manner in the OnCorps online system
- All other duties as assigned within the limitations of this member description

*WRLC Duties and Responsibilities:*

This position will support the communications, outreach, marketing, and public relations efforts of Western Reserve Land Conservancy. The Specialist will work closely with many different departments within the Land Conservancy to serve their communications and marketing needs, increase regional support and strengthen our position as Ohio's leading land trust. Specific areas of responsibility include:

- Create short videos focused the work and the supporters of Western Reserve Land Conservancy
  - Film, edit, and produce short videos featuring the Land Conservancy's extensive database of landowners with conservation easements. Each video will follow a similar format. Schedule meetings with landowners and program staff for filming.
  - In coordination with the Director of Communications and Public Relations, identify subjects and topics for short video production, such as an "About Us" video, a video highlighting our Headquarters, etc.
  - Develop promotional plans for sharing videos on the Land Conservancy's social media channels to increase followers and views.
  - Catalogue existing video content for easy access and searching
- Explore Land Conservancy-protected properties for photo opportunities
  - Create high-quality photographs at a variety of Land Conservancy-protected properties.
  - Recommend and develop a searchable photo database for existing photos.
  - Create portrait studio at Land Conservancy headquarters for staff photos.
- Propose ideas for additional multimedia content highlighting the work of Western Reserve Land Conservancy.
- Develop best practices for photo and video development.
- Film and photograph Land Conservancy events such as tree plantings, receptions, and ROC in CLE, the Land Conservancy's annual fundraising gala.
- Be fluent in Adobe's Creative Suite, with particular focus on Photoshop, Premiere Pro, After Effects, Audition and Light Room.
- Be able to travel to various locations and sites throughout the 26-county footprint of the Land Conservancy's work; mileage will be reimbursed.

Additional activities that fall within the goals of the program may be assigned with approval of the member, site supervisor, and NOWCorps staff.

Additional information: The **Western Reserve Land Conservancy** office is accessible to individuals with disabilities. **Western Reserve Land Conservancy**, Tinker’s Creek Watershed Partners, and the Northern Ohio Watershed Corps will adhere to all regulations concerning nondiscrimination and equal opportunity regulations as outlined in federal and state law. This program will be made available to all without regard to race, color, national origin, sex, age, disability, political affiliation, sexual orientation, gender, gender identity and expression, marital or parental status, genetic information, military service, and religion.

*Physical Requirements and Work Environment*

The physical requirements and work environment described here are representative of those that must be met by an individual to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires the following:

- manual dexterity sufficient to operate telephones, computers, and other office equipment
- physical ability to kneel, bend, and perform light lifting
- ability to write and speak clearly using the English language to convey information and be able to hear at normal speaking levels both in person and over the telephone
- specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus

Generally, the working conditions are good with little or no exposure to extremes in health, safety hazards, and/or hazardous materials. Though work is often performed in an office setting, this person must have the ability to travel as required to work with Host Site staff/board, volunteers, other members, and the public, participate in conferences and outdoor activities.

Benefits: Member position begins October 4, 2021 and ends September 30, 2022. The member will be provided with an orientation October 4-6, 2021 and relevant training monthly. This position is a **full-time member** position and requires a minimum of 1,700 hours of service over the service period. The member will receive a stipend of no more than \$16,000.00, and the stipend will be paid biweekly. The member is also eligible for health insurance through this position and may qualify for childcare assistance. If the term of service is completed successfully, the member may be eligible for an educational award of \$6,345.00. The member will not be an employee of Western Reserve Land Conservancy and is not entitled to any of the benefits or compensation WRLC provides to its employees.

The below signed recognize this as the Member Position Description and that the Member is to perform the duties detailed above during their Member Service Year. The below signed recognize that activities outside of the scope of this description require prior written approval by all the below signed prior to execution of those activities.

\_\_\_\_\_  
NOWCorps Member Signature

\_\_\_\_\_  
Host Site Supervisor Signature

\_\_\_\_\_  
NOWCorps Staff Signature