



LAKE COUNTY
Resource Conservation District



COMMUNICATIONS & OUTREACH SPECIALIST

This position will be shared evenly by the Lake County Resource Conservation District (LCRCD) and Lake County Land Trust (LCLT).

LAKE COUNTY RESOURCE CONSERVATION DISTRICT

LCRCD is dedicated to the locally led, community-driven conservation and restoration of Lake County's natural and working lands. LCRCD is an independent Special District of the State of California governed by Division 9 of the Public Resources Code and led by an Executive Director and 7-member Board of Directors. LCRCD combines the accountability and transparency of a public agency with the flexibility and non-regulatory approach of a non-profit organization. This nimbleness allows LCRCD to adapt to the ever-changing needs of Lake County's communities, build trusted relationships, and act as the crucial bridge that connects landowners with technical and financial assistance.

LCRCD works collaboratively with Tribes, private landowners, non-profit organizations, local government, and state and federal agencies. LCRCD currently hosts four programs; (1) Forest Health; (2) Sustainable Agriculture; (3) Watershed Restoration; and (4) the Lake County Fire Safe Council. See lakercd.org (significant update underway) and LCRCD's Fiscal Year 2024-2025 [Annual Report](#) for more information.

LAKE COUNTY LAND TRUST

For over 30 years, the LCLT has been protecting and preserving local lands. The LCLT is committed to protecting wildlife habitats and native plants, using resources wisely, collaborating with Tribal partners, and making the natural environment accessible for all through guided hikes, educational opportunities and field trips, special events, and designated public access areas. Lake County contains one of the most ancient lakes in North America and the largest natural lake located entirely within California, Clear Lake. The LCLT owns and/or manages through easements or partnerships approximately 700 acres throughout Lake County and has goals to increase the acreage of properties along Clear Lake's shoreline, wetlands, and tributaries over the next several years. One of the priority conservation goals of the LCLT is to enable habitat enhancement and protection for the endemic and state-listed Clear Lake hitch through wetland, stream, and shoreline protection, conservation, restoration, and education.

Check out the LCLT [Conservation Priority Plan](#) for more information. The LCLT is a 501(c)(3) non-profit land conservation organization. For complete information, please go to the LCLT website: lakecountylandtrust.org.

POSITION DESCRIPTION

The shared Communications & Outreach Specialist will work closely with LCRCD and LCLT staff to build the visibility of both organizations, develop and deliver compelling and sophisticated communications materials, and effectively engage Lake County community members and partners via varied outreach efforts. This is a full-time position, and time will be split evenly between LCRCD and LCLT activities. The Communications & Outreach Specialist will report to and be jointly supervised by LCRCD's Executive Director and LCLT's Executive Director.

CONTENT DEVELOPMENT & GRAPHIC DESIGN (70%)

The Communications & Outreach Specialist will be responsible for creating and maintaining separate libraries of LCRCO- and LCLT-branded templates for various digital and printed communications, including social media posts, flyers, brochures, newsletters, and press releases. They will develop posting schedules and manage content development for both LCRCO and LCLT's social media platforms, including Instagram and Facebook, with input from other staff as needed. They will also take photos at both LCRCO and LCLT events to develop and maintain a photo library for use in LCRCO and LCLT media. The Communications & Outreach Specialist will work with LCRCO and LCLT staff to develop, create and distribute monthly, quarterly, and/or biannual newsletters, as needed, to share organizational and program updates with partners and supporters. They will work with LCRCO staff to develop LCRCO's annual report coinciding with the closure of the fiscal year. They will also work with LCLT's Tribal partners to develop and/or proof signage, educational materials, exhibits, and outdoor classroom/interpretive garden materials for all LCLT preserves and accessible spaces, including Rodman Nature Center and Preserve and Kuhlanapo Wetland Preserve.

EVENT SUPPORT (20%)

The Communications & Outreach Specialist will work with staff to support event planning and logistics by communicating with venues, vendors, etc. as necessary. They will develop digital and/or printed promotional event materials in collaboration with other staff and occasionally attend events, including LCRCO-hosted workshops, LCFSC-hosted work days, and LCLT-hosted walks and fundraisers.

WEBSITE MAINTENANCE (10%)

The Communications & Outreach Specialist will maintain and update lakercd.org, firesafelake.org, and lakecountylandtrust.org websites, regularly performing website audits to review links and ensure they are functioning properly, upload photos, and add missing content and/or resources. This position will also maintain the LCLT event calendar and update events pages and community calendars accordingly to maximize attendance and awareness of community activities hosted by both LCRCO and LCLT.

SKILLS AND QUALIFICATIONS

REQUIRED QUALIFICATIONS

- Motivated self-starter passionate about the missions of LCRCO and LCLT
- Experience at a non-profit or public agency
- Outstanding interpersonal skills and the ability to establish and maintain effective working relationships with LCRCO and LCLT's staff and partners
- Proficiency/familiarity with graphic design platforms, digital marketing software, and video media programs, including Canva, Adobe Illustrator, Constant Contact/Mailchimp, YouTube Studio, and/or similar programs
- Excellent written and verbal communication skills
- Ability and willingness to attend occasional evening and weekend community meetings and events (1-2 times/month), virtually and in-person, as needed
- Valid driver's license and good driving record
- Desire to embrace the organizational purposes of both LCRCO and LCLT, including a commitment to diversity, equity, and inclusion

PREFERRED QUALIFICATIONS

- Experience at a public agency or non-profit organization
- Experience working with Tribes or willingness and desire to learn
- Experience working with low-income and/or under-resourced communities or willingness and desire to learn

- Proficiency in Spanish
- Bachelor's degree or equivalent coursework in communications, marketing, graphic design, and/or work experience that provided similar foundational knowledge

COMPENSATION & BENEFITS

- This is a non-exempt, full-time position (32-40 hours/week) at a pay rate of \$32.93-38.72/hour.
- Benefits include:
 - 40 hours of paid sick leave
 - 13.5 paid holidays
 - Up to 120 hours of paid vacation per year (accrued based on hours worked)
 - \$537 monthly health insurance stipend (with the potential to shift to employer-sponsored health insurance in Fiscal Year 2026-2027)
- This at-will position is fully funded for one year, and continued employment is contingent on additional funding, expected through the actions of all staff.

LOCATION

The Communications & Outreach Specialist will have access to both LCRCO and LCLT office space with the option of working remotely from a home office. This role will require regular attendance at in-person events throughout Lake County.

LCRCO is a hybrid organization with a central office located in Lakeport, and staff have the option of working remotely from home offices when appropriate (to be determined via discussion with the Executive Director). Site visits, community meeting participation, conference attendance, and other in-person activities will occur regularly throughout Lake County and the region.

LCLT's physical office is located in Upper Lake. The Communications & Outreach Specialist will be expected to spend at least one day per week in the office to collaborate with the team on current projects and receive directions for remote work.

APPLICATION INSTRUCTIONS

Please submit a cover letter and resume to info@lakered.org with the subject "Communications & Outreach Specialist Application". Applications will be accepted and reviewed on a rolling basis. The position will remain open until filled.

The Lake County Resource Conservation District is an equal opportunity employer. Candidates reflecting the social diversity of California are strongly encouraged to apply. It is the policy of the Lake County RCD to ensure equal employment opportunity without discrimination or harassment on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, or national origin.