



# Connecticut

## Resource Conservation & Development

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## OUTREACH COORDINATOR

### JOB DESCRIPTION & APPLICATION INSTRUCTIONS

<b>Job Title:</b>	Outreach Coordinator
<b>Employer:</b>	Connecticut Resource Conservation & Development Area, Inc. (CT RC&D)
<b>Employment Category:</b>	Part-Time, Hourly, Non-Exempt
<b>Hours:</b>	20 Hours/Week - Flexible work schedule within the hours of 8AM – 4PM.
<b>Location:</b>	This is a hybrid position. Day-to-day work will take place remotely. In-person attendance is required for staff meetings, which typically take place monthly at the CT RC&D Office located at the UCONN Extension Center - 1066 Saybrook Road, Haddam, CT 06438. Some flexibility is required for in-person events, project site visits, networking opportunities, or trainings, which will be more frequent at the beginning of employment as part of the onboarding process.
<b>Hourly Pay:</b>	\$26 - \$30 per hour, depending on experience (no relocation reimbursement)
<b>Benefits:</b>	Company contribution to a SEP IRA retirement plan with no matching requirement. 14 pro-rated paid holidays and 5 pro-rated paid personal days. Vacation and sick time that accrues. All legally required benefits such as Medicare, Unemployment, Workers' Compensation Insurance, and Social Security. Employee contribution, via payroll deduction, to medical, dental, and vision plans or to a Section 125 Flexible Spending Account or Dependent Care Account.

#### Organization Profile:

The Connecticut Resource Conservation & Development Area, Inc. (CT RC&D) is a 501(c)(3) nonprofit organization that specializes in strategic partnership development, agricultural viability, rural economic growth, and natural resource conservation. The organization has honed its ability to positively impact Connecticut residents and businesses by teaming with other nonprofits, local-regional-state-federal government, as well as educational institutions to create sustainable, synergistic, and dynamic projects and programs. The CT RC&D Council is comprised of partner organizations (80%) and at-large members of the community (20%). Currently, the CT RC&D staff team is made up of 8 full-time staff and 3 part-time staff. While CT RC&D leadership proactively seeks funding, the organization is primarily funded by grants and, as such, that funding determines what positions are available. However, all employees are hired at-will for an indefinite period.

**Job Summary:**

The Outreach Coordinator is a dynamic, creative, and detail-oriented individual working under the direct supervision of the Executive Director. This position also works closely with the Agricultural Programs Director, Agricultural Programs Coordinator, Energy & Environmental Programs Coordinator, and the organization's contracted consultants. The Outreach Coordinator is responsible for assisting in the development and implementation of strategies to expand the reach and impact of our programming and fundraising efforts. This will be achieved through comprehensive communication and marketing efforts, promotion of our multiple mission-based programs, cultivation of relationships, and event coverage. The ideal candidate will possess a strong eye for design, exceptional communication skills, and a passion for storytelling to effectively convey our mission and secure vital resources.

**Duties and Responsibilities include but are not limited to:****Program Promotion and Marketing:**

- Develop and execute engaging outreach campaigns across various platforms, including social media (Facebook, LinkedIn, Instagram), email marketing (Mailchimp), and our website (WordPress).
- Create compelling marketing and communication materials, including newsletters, media advisories, press releases, brochures, and digital content, utilizing tools like Canva, Microsoft Office 365, and Adobe Acrobat.
- Coordinate and provide coverage for events, including photography and written summaries, to effectively showcase our programs and impact.
- Assist with media relations, including drafting media advisories, press releases, and coordinating press conferences.
- Collaborate with internal teams to gather content and ensure consistent branding and messaging across all outreach efforts.
- Communicate effectively with diverse public audiences, representing the organization professionally and passionately.
- Manage and update organizational websites, actively participating in website redesign and branding initiatives to ensure a consistent and modern online presence.

**Organizational Development & Engagement**

- Contribute to the organization's sustainability by supporting resource development initiatives, including donor communication, grant support, and identifying potential funding opportunities.
- Manage and maintain the organization's constituent relationship management (CRM) database, ensuring accurate and up-to-date contact information for all supporters and partners.
- Develop engaging communications and materials to foster strong relationships with our community and encourage continued support for our mission.
- Assist in the planning and execution of community engagement events and campaigns that encourage involvement and support.

**Operational and Strategic Support:**

- Develop a strong understanding of the mission and organizational priorities to effectively assist in the prioritization of outreach and development efforts to align with strategic goals and maximize impact.

- Assist in planning and mapping outreach initiatives, ensuring timely execution and responsiveness to emergent issues.
- Perform accurate data entry, maintain comprehensive records of outreach and fundraising activities, and generate reports to track progress to funders, evaluate effectiveness, and inform strategic decisions.
- Perform other duties as assigned to support the overall goals of the organization.

**Knowledge, Skills, and Abilities:**

**Must-Have Requirements:**

- Demonstrated experience in marketing, communication, and graphic design.
- Proficiency in WordPress, Canva, Microsoft Office 365, Adobe Acrobat, and social media platforms (Facebook, LinkedIn, Instagram).
- Experience with CRM software and email marketing platforms (e.g., Mailchimp).
- Strong written and oral communication skills with a proven ability to tell compelling stories.
- Excellent attention to detail and a keen eye for design and aesthetic consistency.
- Proven ability to manage time effectively, plan, and map projects, and respond efficiently to emergent issues.
- Ability to work independently and as part of a team in a fast-paced environment.
- A portfolio of examples showcasing relevant work (e.g., graphic design, writing samples, photography) to be submitted prior to interviewing.

**Preferred Qualifications:**

- Experience in a nonprofit setting.
- Proficiency in photography for event coverage and marketing materials.
- Experience in event coordination and management.
- Familiarity with fundraising principles and donor outreach strategies.
- Experience in identifying grant, foundation, and donor leads.
- Curiosity and/or enthusiasm for agricultural viability, rural economic growth, and natural resource conservation.

Job Description last updated August 5, 2025.

**Application Instructions:**

Candidates must email a cover letter, resume, and portfolio of examples detailing relevant experience, professional qualifications, and describe their knowledge, skills, and abilities to [employment@ctrctd.org](mailto:employment@ctrctd.org). Incomplete applications will not be accepted. Position to remain open until filled. A first round of interviews will be scheduled the week of August 25th.

CT RC&D is an Equal Opportunity Employer.