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Position Announcement – Conservation Outreach Specialist

Position: Conservation Outreach Specialist (“Specialist”).

Overview of Position: The Specialist will provide outreach to private landowners and education to the public to promote the land and shoreland protection programs of the Northwoods Land Trust (NWLTL).

In addition to being knowledgeable about NWLT’s programs, the Specialist will be familiar with other conservation programs to effectively communicate a suite of available services to landowners in northern Wisconsin to encourage conservation at all levels to protect land and water resources.

The Specialist will strengthen strategic partnerships with nonprofits, county, state, and federal land and water conservation organizations, and collaborate with these partners when conducting outreach and education.

The Specialist will connect landowners engaged through outreach and education to permanent land protection programs with NWLT, and/or other services available through partner programs. The Specialist will guide landowners through the transition from inquiry phase, to receiving tailored information, to ultimately benefiting from conservation services.

Duties and Responsibilities: *The responsibilities describe the general functions of the Specialist, though the specific responsibilities will be tailored to the skill set of the selected candidate.*

Landowner Outreach & Public Relations (60%)

- Act as a spokesperson for NWLT by coordinating and conducting educational programs including presentations, workshops, field tours, and special events to engage landowners and the public.
- Develop and strengthen strategic partnerships with select nonprofit, county, state, and federal land and water conservation organizations and departments.
- Understand and promote partner conservation programs; collaborate with partners when conducting outreach and education; and make landowner referrals to partners.
- Develop promotional materials and communications, and prepare and process informational mailings.
- Identify priority landowners within NWLT’s target areas, and segment/organize/consolidate contact information.

New Land Protection (30%)

- Transition landowners interested in permanent land protection to NWLT's Land Protection Director so they receive tailored services to reach a positive conservation outcome.
- Make referrals to partners in an effective and timely manner to ensure landowners receive information on other conservation services of interest.
- Assist with conducting and documenting site visits at properties that are advancing through the land protection program.
- Assist with the preparation of baseline documentation, maps, and other technical documents for new conservation easement and land acquisition projects.

Other Mission Oriented Activities (10%)

- Assist with grant writing, donor development, outdoor activities, and special events to support the programs and mission of NWLT.

Qualifications & Skills:

Education – B.A. or B.S. degree in the conservation of natural resources or a related field preferred. Associate's degrees will be considered.

Experience – The ideal candidate will have direct experience with land trust-related conservation work and programs and be familiar with conservation easements and other land/water conservation and protection tools. A minimum of two years of professional experience with a land trust or conservation organization/department is preferred. Other experience with communications, planning, public service and administration, and/or project management are a plus.

Skills – Must be detail-oriented and self-motivated. Excellent communication, presentation, and writing skills are essential. An ability to work professionally in a group setting, and personally (listening skills) with individual landowners. Proficiency with computer applications and office systems including Microsoft Word, Excel, PowerPoint. Experience with ArcGIS software is strongly preferred. Also required is knowledge of northern Wisconsin ecology and water resources; more beneficial is the ability to evaluate and describe natural communities and shorelines.

Wages & Benefits:

The Specialist will be a half to three-quarter time employee (20 to 30 hours per week) of the Northwoods Land Trust. In general, this position has a flexible work schedule, based out of the Eagle River office, with the potential for limited work hours from home. Some evening and weekend hours as needed. A reliable vehicle is required, as travel to conduct education and outreach is necessary (mileage is reimbursable).

The starting wage is between \$23 and \$25 per hour based on qualifications and experience. Benefits include optional participation in a 3% matching SIMPLE IRA retirement plan; a

medical/health subsidy (QSEHRA or stipend); paid vacation, sick time, and holidays; and Death and Disability insurance.

This position is grant funded. It will begin in the spring of 2025 and last through 2026 and is limited to that term, with the possibility of extension.

The Specialist will focus much of its landowner outreach and public relations work in Oneida County, and work generally within NWLT's service area that also includes Vilas, Iron, Forest, Florence, Price, and Langlade counties.

The Specialist works under the direction of NWLT's Land Protection Director and reports to the Executive Director. He/she will work in cooperation with other NWLT staff and its Board of Directors to successfully achieve the mission of NWLT.

About the Northwoods Land Trust: The Northwoods Land Trust (NWLT) permanently conserves natural shorelands, woodlands and other natural resources to benefit present and future generations. Based in Eagle River, WI, NWLT services Vilas, Oneida, Forest, Florence, Iron, Price and northern Langlade counties in northern Wisconsin. NWLT primarily works with donations of conservation easements and conservation lands, with over 15,000 acres and 85 miles of lake and river shoreline protected since its inception in 2001.

To Apply: Submit a cover letter, resume, and three professional references to Ted Anchor, NWLT Executive Director, by email to nwlt@northwoodslandtrust.org. Applications will be accepted on a rolling basis until a candidate is selected.