



COMMUNITY OUTREACH OPPORTUNITIES

Related Volunteer Assignments (one or more): Representing the Environmental Resources Department at special events, volunteer coordination, marketing, social media and awareness/education campaigns

Purpose: to broaden the ERD reach into the community and increase awareness and accessibility to programs, preserves, and volunteer opportunities. To build the ERD/Oxbow brand and public image.

Best for: people who enjoy communicating with others, have great organizational and/or writing skills

Required/desired qualifications (one or more): ability to carry and set up outreach materials, ability to represent St. Lucie County in communicating with public and maintaining a positive attitude. Strong writing skills and knowledge of social media platforms.

Tasks / duties: Attend community events, set up booth/tent if required and engage public. Write/edit social media posts, newsletter articles, press releases. Assist with marketing strategies and awareness campaigns.

Training requirements: New Volunteer Orientation, introduction to media platforms and protocols, Orientation Part 2: Understanding & communicating our land and watershed, exhibit set up.

Reporting: Communicating with Community Outreach Coordinator for scheduling and specific needs, logging hours and metrics through VicNet

Time Commitment: 2-6 hours per month

Time frame: ongoing, weekend opportunities available, most events Oct-March. Marketing and Social Media continually updated.