



SISKIYOU

FIELD INSTITUTE

Who We Are:

Siskiyou Field Institute's (SFI) mission is to increase the understanding of, and connection to, the Klamath-Siskiyou ecoregion through education, scientific research, and public engagement. SFI is where people come to learn about and explore the amazing Klamath-Siskiyou bioregion, a land of steep mountains, wild rivers, and unusual diversity of species and habitats. SFI is a conduit for scientists and naturalists to share their passion and knowledge with the public each year through adult field courses and youth education programs. We also host researchers and other academic groups during the field season. Our location allows all students, scholars, and guests immediate access to the world-famous serpentinite and old-growth forests of the Klamath-Siskiyou. SFI is headquartered on the 850-acre Deer Creek Ranch where the Institute's administrative office, educational, lodging, and event facilities are housed.

What You'll Do:

The Outreach & Marketing Coordinator position is responsible for all aspects of marketing and outreach efforts including but not limited to:

- Maintain SFI's social media presence by planning 3 posts/week on pertinent topics with the support of the staff marketing committee, and handling regular social media correspondence
- Promote SFI Programs on SFI Facebook and Instagram pages
- Promote SFI Programs regularly through other media channels including local print media, online community calendars, community newsletters, and local radio stations
- Create class graphics for use on SFI's website, social media, and newsletter using Canva
- Update SFI Course Brochure content and design using Adobe In-Design
- Coordinate printing and mailing of Field Course Brochure twice per year
- Update SFI newsletter monthly with program developments and upcoming classes/free learning events
- Update the SFI website twice per year with all newly scheduled classes; and continuously to reflect up-to-date information on courses, policies, opportunities, and volunteer host needs
- Coordinate SFI Volunteers, including Course Hosting Program
- Recruit/retain enough volunteer hosts to adequately cover class needs
- Conduct training sessions for new volunteer hosts and ensure background checks are completed
- Maintain contact with volunteer hosts including matching with classes, scheduling pick up of class materials, and sending volunteer thank you notes
- Manage work-exchange agreements with volunteer hosts and create blog entries for SFI's website
- Create resources and learning materials for students, instructors, volunteers, and teachers
- Conduct outreach to recruit new SFI instructors and educators
- Coordinate business sponsorships program, creating ads for brochure sponsors and deliverables for regular sponsors
- Collaborate with Siskiyou Field Institute administrative staff on grants, staffing, equity initiatives, and partnerships
- Work collaboratively with colleagues and volunteers to achieve the overall mission of the Institute.

- Support the Executive Director in the preparation of funding requests, and in the appropriate recognition of donors and funding agencies.
- Actively participate in planning and carrying out fund and friend-raising events and activities.
- Provide data and analysis for the preparation of Board reports and public outreach

Compensation:

- \$16-\$21/hr Range 12-16 hrs/wk
- Generous paid vacation, training days, and sick leave
- This position is part-time

Who You Are:

We are looking for candidates who have:

- Demonstrated office/administrative skills including managing and communicating with multiple stakeholders quickly and accurately
- Experience managing multiple social media accounts
- Written and verbal communication skills in customer service
- Proficiency with Google Workspace, Zoom, and cell phone-based communication tools
- Experience or training in equity and inclusion work
- First Aid and CPR certification or willingness to obtain certification
- Valid Driver's License
- We especially encourage you to apply if you are a member of (or have extensive experience working with people from) any communities that are historically impacted by current systems of oppression and have had limited access to the outdoors and environmental education

Why Siskiyou Field Institute?

We are a mission-driven organization that values your contributions and supports you in making a positive impact on youth and the environment. You will also get to work in a beautiful natural setting!

How To Apply:

Siskiyou Field Institute is an Equal Opportunity Employer. Submit your resume and cover letter to [hiring@thesfi.org](mailto: hiring@thesfi.org) with the subject "Outreach & Marketing Coordinator" for the email.