

KENTUCKY CONSERVATION PARTNERSHIP – PUBLIC AFFAIRS SPECIALIST (FULL TIME-4 YEAR AGREEMENT)

Location	LEXINGTON, KY
Address	Kentucky State Office of NRCS
Position Highlights	<p>The Kentucky Association of Conservation Districts (KACD) is seeking a public affairs specialist (PAS) to work with KACD, local conservation districts, watershed conservancy districts and NRCS to develop and implement a communications program.</p> <p>The PAS will work closely with the KACD Board, NRCS Public Affairs staff, and local district staff to facilitate communication that describes and promotes the mission and work of Kentucky's Conservation Programs. The PAS will also coordinate public affairs across the state and engage with regional and national conservation activities as well. This position workstation will be NRCS State Office in Lexington. Remote work may be possible by agreement with KACD Board and NRCS.</p> <p>This is a Full Time 4 Year Position and 100% Federally Funded.</p>
Duties & Responsibilities	<p>Duties &amp; responsibilities:</p> <p>The Public Affairs Specialist will provide program management, coordination, communication, and engagement support from KACD, NRCS, and local districts. Essential duties include, but are not limited to:</p> <ul style="list-style-type: none"><li>• Collaborate with the KACD and NRCS to update the communication and outreach strategic plan</li><li>• Administers the execution of the KY Conservation Partnership communication and outreach strategic plan</li><li>• Directs communications for the purpose of disseminating conservation information to partners across the Commonwealth</li><li>• Research, write, edit, and publish newsletters, program announcements/sign-up deadlines, and web articles</li><li>• Create video products on conservation success stories</li><li>• Create communication products for public presentations</li><li>• Maintain an up-to-date website and oversee ongoing technical website maintenance</li><li>• Updates social media accounts (LinkedIn, Instagram, X)</li></ul>

	<ul style="list-style-type: none"> <li>• Develops and track metrics to evaluate social media outreach efforts</li> <li>• Coordinates news release within the Kentucky Conservation Partnership</li> <li>• Ensure compliance with USDA, Natural Resources Conservation Service requirements</li> <li>• Work closely with the Evaluation team to evaluate effectiveness of communication and outreach plan</li> <li>• Support the communication training and activities of KACD, NRCS, and local districts</li> <li>• When appropriate, represent the Kentucky Conservation Partnership in meetings</li> <li>• Regularly participates in KACD meetings (virtual and in-person)</li> <li>• Additional duties may be assigned</li> </ul> <p>Knowledge, skills and abilities:</p> <ul style="list-style-type: none"> <li>• Demonstrates experience in communicating complex science topics to non-expert audiences using media such as agency technical documents, news releases, data visualizations, videos, or technical reports</li> <li>• Strong organization skills, attention to consistency and detail</li> <li>• Excellent writing and editing skills</li> <li>• Committed to a collaborative, team environment</li> <li>• Familiarity with content management systems, other technical aspects of maintaining online material, MS Office Suite and presentation software</li> <li>• Proficient in common software supporting external outreach</li> <li>• Fluency in maintaining and growing social media networks</li> <li>• Broad knowledge of environmental, natural resources, and conservation</li> </ul>
Minimum Qualifications	<ul style="list-style-type: none"> <li>• Bachelor's degree, in an area of science related to natural resources related field AND</li> <li>• Three years of experience working in science writing or communications</li> </ul>
Preferred Qualifications	<ul style="list-style-type: none"> <li>• Experience creating graphics and document layouts using multimedia publishing tools (Canva, Photoshop, and Illustrator)</li> <li>• Three plus years of work experience in a communications or public information role at a research organization, public sector agency, or environmental non-governmental agency</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in organizing and leading webinars</li> <li>• Experience facilitating meetings and workshops and designing communications training material</li> </ul>
Full Time/Part Time	Full Time
Number of Hours Worked per Week	40
Work Calendar	Fiscal
Job Category	Communication and Marketing
Benefits Eligible	TBD
Rate of Pay	TBD
Compensation Guidance	Several factors when extending an offer, including but not limited to, the role and associated responsibilities, a candidate's work experience, education/training, and key skills.
Type of criminal background check required:	Name-based criminal background check (non-security sensitive)
Target Hire Date	3/1/2025
Contact Information for Candidates	Crystal Renfro, KACD Executive Director <a href="mailto:Crystal.Renfro.KACD@outlook.com">Crystal.Renfro.KACD@outlook.com</a>
Open Date	2/3/2025
Documents Needed to Apply	Resume and Cover Letter