

Fellowship Job Description

This will be a: **Summer Fellowship**

Yearlong Fellowship

Organization name: Volunteers for Outdoor Colorado (VOC)

Organization City (primary work location): Denver, CO

Website URL: www.voc.org

Organization Mission Statement:

To motivate and enable everyone to be active stewards of Colorado's natural resources.

Anti-Discrimination Statement/Policy:

VOC does not discriminate based on race (including traits historically associated with race, such as hair texture and length, protective hairstyles), creed, color, ethnicity, national origin, ancestry, religion, sex, sexual orientation, gender identity, gender expression, age 40 and over, disability, genetic information, military or veteran status, marital status, or pregnancy.

Supervisor Name: Kimberly Gagnon

Supervisor Title: Marketing and Communications Director

Fellowship Overview

Job Title: Outreach and Engagement Fellow

Job/Role Overview: The Outreach and Engagement Fellow will work under the guidance of the Marketing and Communications Director to enhance VOC's capacity for intentional and targeted outreach to key priority communities. This role plays a vital part in promoting VOC's outdoor stewardship opportunities, identifying areas for organizational growth, and expanding VOC's reach throughout the state of Colorado. Key responsibilities include conducting community market research and surveys to understand barriers and motivations, creating pathways for new audiences to connect with VOC, and supporting the implementation of VOC's strategic marketing plan. The coordinator will also create engaging and targeted content for VOC's digital platforms, including social media and the voc.org blog.

This position offers a unique opportunity to gain hands-on experience in nonprofit volunteer outreach and marketing skills within a well-established organization. Attendance at evening and weekend events, along with occasional travel and camping is required.

Primary Responsibilities/Job Duties:

Outreach

- Implement a systematic approach for targeted outreach to achieve desired recruitment for VOC projects, programs, and training opportunities, particularly focused on two target audiences (Western slope volunteers and the 20's age group).
- Represent VOC at community outreach events and in and build relationships with relevant community, user, and affinity groups.
- Pull project and training registration reports, report on findings to Programs Team bi-weekly, and actively conduct cold outreach and recruitment efforts.
- Cross-post VOC volunteer opportunities on community calendars and volunteer recruitment sites.
- Develop and implement volunteer surveys to identify barriers and motivations amongst VOC's target audiences.
 - Analyze and report to full VOC team about survey and market research results.

Volunteer Engagement

- Participate in projects and perform duties that support volunteer engagement on projects including logistics and communications.
- Track leadership development and conduct touchpoints to actively engage volunteers along the leadership pathway.
- Assist Engagement Coordinator with opportunity and roster management in VOC's volunteer management system.
- Recruit and place volunteer groups on priority-identified VOC projects.
- Develop and maintain a database of potential partner organizations throughout Colorado.
- Support targeted Affinity Partnership Program (APP) projects focusing on specific communities, such as ASL speaking, Pride, Women only, or BIPOC projects.

Marketing

- Create content for the VOC.org blog and social media channels, in part by sourcing ideas and stories from staff and the VOC community.
 - Help track outreach and marketing metrics, including social media engagement and volunteer participation. Provide regular updates and insights to VOC staff.
- Research and identify award opportunities (local, regional, and national) that align with VOC's mission and goals. Assist in drafting and submitting award applications to increase VOC's visibility and recognition.

Additional Tasks

- Assist Marketing & Communications Director, as needed.
- Assist with volunteer appreciation and fundraising events, as needed.
- Perform other related duties as required to support and strengthen the mission and purpose of VOC.

Duration of Fellowship (number of weeks): 48 weeks

Average hours per week: 30-40 hours per week

Anticipated start and end dates of the fellowship: June 3, 2025 – April 30, 2026

Percentage of in-office work: 50% in-office

Percentage of work away from the office (at home, virtual, or off-site): 50% work from home or in the field

Full physical address on-site/in-office work: 600 S Marion Pkwy, Denver, CO 80209

Are there other details or expectations you would like to provide regarding in-office vs. off-site work?

VOC staff work in the office or field three days a week. Typically, Monday and Friday are remote days, though staff are always welcome to work in the office if they prefer. The fellow will be provided with their own work laptop and can be provided with a second loan display at home if they need it. The Fellow should live within commuting proximity of the Denver office in Washington Park. The fellow will need a clean driving record and should be comfortable driving VOC vehicles to different communities and projects across the state.

Describe what a typical week as a PIFP fellow in your office might look like:

Typically, Tuesday through Thursday, all Denver-based office staff are in the Denver office, so they tend to be meeting-heavy days, whether it is a committee meeting, a one-on-one meeting with a supervisor, or a staff meeting. If not participating in a weekend project Monday and Fridays are typically remote days, but this may shift if working on a Saturday or Sunday for a project to allow for off time. For the first 100 days of the year, VOC holds a 1.5-hour staff meeting weekly on Wednesdays, and it changes to a bi-weekly cadence after the first 100 days. The Fellow would participate in VOC's bi-weekly Marketing, Outreach, & Development Committee meeting.

Pay per hour: The wage for this position is \$20.50/hr. This is a non-exempt position.

Additional benefits offered to the fellow:

The Fellow will be provided with a health insurance stipend, sick leave accrual each pay period, PTO accrual each pay period, professional development and training opportunities, paid holidays, a hybrid (remote and in-person) work environment, and a partial cell phone reimbursement. Additionally, they will be eligible for pro deals for outdoor equipment and will have access to VOC's loaner library of gear should they choose to participate in remote projects.

The Fellowship Experience

Through this role, the fellow will build capacity in this organization by:

Collect community data in relation to VOC's target audiences and current programs to help identify opportunities for growth and increase volunteer engagement and satisfaction. They would also implement outreach processes to engage more volunteers and partner organizations statewide. Lastly, they would create content to capture more qualified leads through VOC's website and social media accounts. Post fellow VOC will have a broader range of tools and data to complete targeted volunteer engagement.

Please describe ways in which the fellow will contribute to societal systemic change and/or direct service to the community during this fellowship:

The goal of this position is to increase VOC's capacity to do intentional outreach to target specific communities, which would help VOC grow and deepen its engagement with different groups of people. The VOC mission is to motivate and enable everyone to be active stewards of Colorado's natural resources so by increasing VOC's output of relevant content on VOC's channels and in the media, conducting survey research to identify barriers to entry and motivations, and by tracking the analytics of these efforts, the fellow would be playing an active role in directly engaging new communities in a more authentic and lasting way.

What support or professional development can the fellow expect from their supervisor, other staff, or the organization?

VOC has a consistent and reliable onboarding process to familiarize new staff with the organization before jumping into job duties. We are a collaborative and supportive team and work hard to ensure new staff are trained in the necessary areas. VOC ensures that every employee has an annual work plan and up-to-date job description that help guide their workflow. All supervisors require weekly check-ins, and all staff sit on multi-level work groups or committees that ensure work is collaborative and there is room to grow and inspire ideas. Staff are also asked to routinely present their work to other staff at staff meetings or facilitate discussions that help move their work forward.

There will be many opportunities for training as we work closely with Serve Colorado as an AmeriCorps funding recipient. Annually, we participate in the DOVIA Conference on Volunteerism and the Colorado Parks and Wildlife Partners in the Outdoors Conference. All staff are encouraged to attend a conference that is appropriate to their scope of work and would provide valuable insights. VOC also encourages all staff to incorporate individual goals around professional development into their annual work plan.

Qualifications and Expectations

Required qualifications, skills, and expectations:

- Strong written and verbal communication skills, with the ability to craft compelling messages for diverse audiences.
- Customer service experience in any industry.
- Outdoor experience with a preference for folks who have done any type of conservation volunteerism in the past.
- Passion for the outdoors, environmental conservation, and community engagement.
- Ability to work both independently and collaboratively in a fast-paced, dynamic environment.
- Willingness and ability to travel in Colorado.
- Excellent people skills and customer service oriented.
- Outstanding time management and organizational skills
- Strong organizational skills and attention to detail.

- Computer literate; ie. proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and comfortable with basic web-based tools (e.g., Canva, Monday).
- Familiarity with social media platforms, content creation (written and video), and digital marketing strategies.

Preferred qualifications, skills, and expectations:

- Prior volunteer or nonprofit experience is a plus, but not required.
- An understanding of SEO, Google Analytics, and data tracking

If any of these do not describe the fellow, there must be a willingness to work towards it.

Advice for applicants considering this fellowship:

We are a collaborative and supportive team that values hard work, approaching challenges with curiosity, and taking initiative to move our mission forward. We have some staff who work solely in the office (aside from volunteer events and outreach events, etc.) and some staff who split their time between the office and in the field for our volunteer projects. The fellow would fall into the former category: primarily in the office.

The following competencies are expected from all team members at VOC and would be expected of the fellow:

- Communication: effective and timely communication, both orally and written
- Teamwork: works well with others, contributes to a positive team environment
- Service: provides exceptional service to customers, partners, volunteers, and donors
- Leadership: demonstrates leadership and decision-making abilities in the organization
- Initiative: assess and initiate tasks independently to help improve the organization
- Accountability: reliability and inspires trust in others
- Equity: commitment to engaging in practices that support inclusion in the organization

Supplemental Essay Question

Applicants interested in this fellowship should answer the following supplemental question in their application:

- A) VOC has 40 years of experience, but we want to evolve and stay modern and relevant to diverse communities within Colorado. How should VOC, from your perspective, engage and attract new volunteers?
- B) Please provide a writing sample for the following prompt: Imagine you are writing a blog post for Volunteers for Outdoor Colorado's (VOC) blog to inspire college students to volunteer while helping build the site's SEO. Write a brief (500-600 words) post about the importance of outdoor stewardship in protecting Colorado's natural spaces.