

# Staff Position Description

**Title:** Recruitment and Enrollment Specialist – Conservation Corps New Mexico

**Starting Salary Range:** The starting salary range for this position will be in the \$21.44 to \$22.07 per hour range, depending on experience, education, and skills relevant to the position. Please note that the indicated starting salary range describes the range for an incumbent in this position. Most new staff generally start at the beginning of the range percentile to ensure internal salary equity.

**Location:** Las Cruces, NM. Not Remote Eligible

**Status:** Full-Time, Non-Exempt

**Benefit Eligible:** Health, Vision, Dental, Long-Term Disability, Retirement, Paid Time Off

**Reports to:** Crew Program Director

## Organizational Summary:

Conservation Legacy is a nationwide non-profit. The Corps programs within the organization engage participants in diverse conservation and community projects that serve public and private lands. These projects provide opportunities for personal and professional development and strive toward a high priority of needs for public land managers and community partners. Through the mission of engaging future leaders who protect, restore and enhance our nation's lands through community-based service; Conservation Legacy works toward a world with healthy lands, air and water; thriving people and resilient communities.

Conservation Corps New Mexico (CCNM) is based in Las Cruces, NM and operates conservation service programs across New Mexico that empower individuals to positively impact their lives, their communities, and the environment. CCNM aims to continue the legacy of the Civilian Conservation Corps of the 1930s. CCNM is focused on connecting youth, young adults, and recent era military veterans with conservation service work projects on public lands.

## Position Summary:

The Recruitment and Enrollment Specialist will assist CCNM in successful programming by bringing young adults into the crew program. This will be accomplished by facilitating recruitment events, networking, creating outreach contacts, tracking various recruitment platform's efficacy, developing and distributing print media, managing and enhancing CCNM social media platforms, and developing a strategic comprehensive recruitment strategy. The Recruitment and Enrollment Specialist will be responsible for interviewing, selecting, and onboarding Crew Members and Crew Leaders.

## Outcomes & Functions of Position:

### Recruitment Strategy

- Receive and review applications, conduct interviews, check references, and offer positions to Crew Members and Leaders.
- Maintain and update position announcements to reflect current recruitment needs and opportunities.
- Track efficacy of current CCNM recruitment platforms, make recommendations for improvements based on data collected.
- Work with leadership to develop and implement a CCNM Master Recruitment Plan, including providing data to help determine program offerings based on needs assessment and recruitment viability.

## **Enrollment**

- Ensure timely enrollment, tracking, and exiting of AmeriCorps Crew Members and Leaders.
- Track, manage and ensure that AmeriCorps participants are in compliance with their AmeriCorps duties, including grant requirements such as trainings, certifications, and wrap around services.
- Develop and provide professional development and advancement opportunities for Crew Members and Leaders.
- Manage internal and external databases related to AmeriCorps member terms of service.
- Ensure CCNM compliance with National Service and AmeriCorps by reviewing policy updates and attending trainings and conferences.
- Collaborate with other Conservation Legacy programs to foster cross-program efficiencies.
- Ensure data collected is complete and accurate and work with staff to compile data for progress reports.
- Provide members with pre-season information, and community resources and information.

## **Outreach, Communications, Marketing**

- Work to improve access to CCNM programming for targeted and diverse populations such as underrepresented minorities, military veterans, and youth for CCNM to better reflect the Las Cruces and southern New Mexico communities. Develop recruitment and outreach strategies for these populations.
- Develop and provide audience-appropriate presentations about CCNM for the public to recruit, inform, and inspire.
- Enhance CCNM visibility in its service area, local community, and across the country.
- Promote CCNM and Conservation Legacy mission, programs, and achievements.
- Enhance CCNM marketing and outreach strategies to increase the applicant pool for general conservation crews and crew leaders.
- Monitor, refine, and enhance a social media presence and strategy on platforms such as Facebook, Instagram, X (formerly Twitter), and TikTok. Ensure a cohesive and appropriate organizational message and presence.
- Respond to general inquiries from CCNM website and the public in a timely manner.
- Work with CCNM and Conservation Legacy staff to create compelling partner outreach materials, program overview brochures, performance and grants reports, etc.
- Develop press releases and stories in area newspapers, publications, and other media.

## **Other Duties**

- Successfully engage in and support an inclusive work environment, particularly for underrepresented populations within the organization and the communities CCNM serves.
- Participate in organizational-wide teams, projects, and initiatives that support the work of the Strategic Plan.
- Establish and maintain effective working relationships with co-workers, community organizations, agencies, and the public.
- Work a flexible schedule, including some nights and weekends.
- Assist with leadership, crew member, and orientation trainings as requested and needed, including overnight travel and camping in the field.
- Help create and implement AmeriCorps days of service, volunteer service days, and other Corps

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events.

- Assist members with field notes and submission of crew and project photos; maintain and audit the photo filing system.
- Assist with other administrative duties as assigned.

### **Organizational Advocacy**

- Successfully engages, leads, and supports an inclusive work environment for those of underrepresented populations within the organization and the communities we serve.
- Leads and/or participates in organizational-wide teams, projects and initiatives that support the work of the Strategic Plans goals.
- Reports any potential complaints within the organization as identified in the Personnel Policy Manual.
- Assists or leads other responsibilities, as assigned.

**Other “Hats” You May Wear:** Customer Service, Relationship Development, Marketing, Administrative, Supervision or Mentorship to Others, Facilitator, Trainer, Facilities, Human Resources, Supervisor

### **Physical Requirements:**

*Conservation Legacy is committed to the full inclusion of all qualified individuals and will ensure that persons with disabilities are provided reasonable accommodations to perform essential job functions. Some positions may require periodic overnight travel, non-traditional work hours, ability to move across varied terrain, use program-specific tools and a range of technology on an infrequent or frequent basis. Exerting up to 25 pounds of force occasionally to lift, carry, push, pull, or otherwise move objects. Ability to safely drive an organizational vehicle may also be required for some positions. If you need assistance and/or a reasonable accommodation due to a disability during application or recruiting process, please send a request to the hiring manager.*

### **Qualifications:**

- Previous experience with recruitment, outreach and/or communication functions.
- Previous experience in youth development, conservation, national service, or corps field.
- Ability to successfully work in a fluid, changing work environment.
- Ability to operate Microsoft Office programs and applications, or similar platforms.
- Ability to keep others and oneself, in remote locations, accountable to expectations.
- Valid Driver’s License and Insurable Driving Record per Personnel Policies.
- Must be able to pass the organization’s criminal history check requirements.
- Exhibits the ability to effectively collaborate with diverse teams or with a variety of populations, including those underrepresented at our organization and those of BIPOC communities.
- Ability to carry out assigned work independently or with minimal supervision.

**Other Competencies Desired for this Position’s Success:** Manage Complexity, Resourceful, Effectively Communicate, Cultivate Innovation, Drive and/or Influence Results, Plans & Aligns.

**To Apply:**

1. Send Cover letter and resume to Val Herrera at [vherrera@conservationlegacy.org](mailto:vherrera@conservationlegacy.org)
2. Cover Letter Must Include:

Subject line includes "Applicant\_(Your Name)".

Cover Letter must include a response to the following: *Provide some examples of your experience effectively working with diverse communities, including those specific to Black, Indigenous, People of Color, and other underrepresented populations, in personal or professional context.*

*Conservation Legacy is an equal opportunity employer. We are committed to hiring a breadth of diverse professionals and encourage members of diverse groups to apply. This program is available to all, without regard to race, color, national origin, gender, age, religion, sexual orientation, disability, gender identity or expression, political affiliation, marital or parental status, genetic information, and military service. Where a significant portion of the population eligible to be served needs services or information in a language other than English, the recipient shall take reasonable steps to provide written material of the type ordinarily available to the public in appropriate languages.*

*We also consider qualified applicants regardless of criminal histories, consistent with legal requirements. If you need assistance and/or a reasonable accommodation due to a disability during application or recruiting process, please send a request to the hiring manager.*