



Outreach Specialist

Social Media & Digital Engagement – Stream Team – Youth Education

Full Time Position

Salary: \$52,000-62,000 annually, depending on experience

Closing Date: Applications will be accepted until the position is filled. The first round of application review will occur June 1, 2026.

About Skagit Conservation District

Skagit Conservation District (SCD) is a non-regulatory local government agency that empowers Skagit County landowners, students, and communities to practice voluntary natural resource stewardship. SCD programs span agricultural conservation, forest health, water quality, riparian restoration, and environmental education. Working in partnership with federal, state, and local agencies, SCD connects people to the resources and knowledge they need to care for the land and water of the Skagit watershed.

Position Summary

Skagit Conservation District is seeking a creative, community-oriented Outreach Specialist to lead its digital engagement presence and coordinate two cornerstone community programs: the Stream Team volunteer monitoring program and youth environmental education initiatives. This position sits at the intersection of communications, program coordination, and environmental education. It is ideal for someone who is equally comfortable crafting a compelling social media campaign as they are leading a group of middle schoolers to a creek.

The Outreach Specialist will develop and manage SCD's social media and digital communications, build relationships with community members and partner organizations, recruit and support Stream Team volunteers, and plan and deliver education programs for K-12 youth. This position reports to the Program Manager and collaborates across all SCD program areas.

Primary Responsibilities

The following list is illustrative of the types of work performed. other duties may be assigned.

Social Media & Digital Engagement (~35%)



- Develop, manage, and grow SCD's presence across social media platforms (Instagram, Facebook, and others as relevant), creating content that is engaging, accurate, and aligned with SCD's mission.
- Write, design, and edit digital and print communications including event flyers, blog posts, press releases, and program updates.
- Photograph and document SCD programs, events, and projects to build a library of visual content for outreach use.
- Film, edit, and produce short-form educational and promotional videos for use on social media and SCD's website.
- Coordinate outreach campaigns to recruit participants for SCD programs, including Stream Team, youth education events, workshops, and volunteer opportunities.
- Design print and digital materials including brochures, signage, and promotional collateral using Adobe Creative Suite or similar tools.
- Track and analyze digital engagement metrics; prepare reports to evaluate outreach effectiveness and inform strategy.
- Support organizational branding consistency across all communications channels and materials.

Stream Team Program Coordination (~35%)

- Serve as the primary coordinator for SCD's Stream Team volunteer water quality monitoring program.
- Recruit, onboard, train, and support a network of community volunteers monitoring Skagit County waterways.
- Develop and maintain training materials, data collection protocols, and volunteer resources.
- Coordinate field days, volunteer events, and recognition activities to retain and celebrate Stream Team participants.
- Collect, manage, and summarize volunteer-generated water quality and habitat data; support reporting to partners and funders.
- Maintain relationships with partner organizations engaged in stream monitoring.
- Use social media and outreach materials to celebrate Stream Team accomplishments and recruit new volunteers.

Youth Education Programs (~25%)

- Plan, coordinate, and deliver environmental education programs for K-12 students in Skagit County, including classroom presentations, Youth Conservation Tour, Annual Soil and Water Poster Contest, Arbor Day tree distribution, and field-based lessons.
- Develop age-appropriate curricula and hands-on learning activities aligned with Next Generation Science Standards (NGSS) and SCD program priorities (water quality, soil health, forest ecology, agricultural conservation).
- Recruit and coordinate with schools, teachers, and youth-serving organizations to schedule and promote programs.
- Support development and distribution of educational videos, virtual learning resources, and take-home materials for youth audiences.



- Evaluate program effectiveness through participant surveys, observations, and data collection; use results for continuous improvement.

General Outreach & Program Support (~5%)

- Represent SCD at community events, tabling opportunities, and partner meetings.
- Collaborate across SCD program teams (Farm, Riparian, Forestry, Wildfire) to support outreach and education goals.
- Assist with grant reporting related to outreach and education deliverables.
- Participate in staff meetings, trainings, and professional development opportunities.

Required Qualifications

- 2–4 years of experience in outreach, communications, education, natural resources, or a closely related field; a relevant degree (environmental science, communications, education, etc.) may substitute for experience.
- Demonstrated experience managing social media content for an organization or program.
- Strong writing, editing, and visual communication skills; experience with graphic design tools (Adobe Creative Suite, Canva, CapCut, or similar).
- Experience planning and facilitating events or programs for youth and/or community audiences.
- Excellent organizational skills and ability to manage multiple projects and deadlines simultaneously.
- Ability to work cooperatively with diverse audiences including students, volunteers, landowners, tribal members, and partner agency staff.
- Valid Washington State Driver's License (or ability to obtain one prior to employment).

Desired Qualifications

- Experience with volunteer program coordination or citizen science programs.
- Background in environmental education, conservation, or natural resource stewardship.
- Knowledge of Skagit County watersheds, agricultural landscapes, or Pacific Northwest ecology.
- Bilingual in English and Spanish or another primary language spoken by Skagit County communities.
- Demonstrated success engaging historically underserved or underrepresented communities.
- Experience with water quality monitoring or field-based science programs.

Physical Requirements and Work Environment

- This position involves both office-based work and regular field activities in varying weather conditions.
- Ability to walk on uneven terrain and work outdoors for extended periods.

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- Must be able to lift and carry up to 30 pounds.
- Occasional evening and weekend work is required for events and programs.
- Travel throughout Skagit County using a district or personal vehicle (mileage reimbursed).

Compensation & Benefits

Skagit Conservation District offers a competitive salary commensurate with experience and qualifications, along with a comprehensive benefits package including:

- Medical, dental, and vision insurance
- Paid vacation, sick leave, and holidays
- Participation in the Washington State Public Employees' Retirement System (PERS)
- Professional development and training support
- Hybrid-compatible work environment where feasible

How to Apply

To apply, submit the following materials to skagitcd@skagitcd.org with the subject line "Outreach Specialist Application":

- Resume
- Cover letter describing how your experience, skills, and values align with SCD's mission and this position
- One writing or design sample (social media campaign, newsletter, flyer, or similar)

For questions, contact Emmett Wild, District Manager at emmett@skagitcd.org or 360-899-8761.

Skagit Conservation District is an equal opportunity employer, and we make an effort to recruit individuals from diverse backgrounds to apply for open positions.