

## **Sonoran Insiders Project Coordinator**

### **About the Organization:**

The Central Arizona Conservation Alliance (CAZCA) is collaborative conservation initiative of Desert Botanical Garden, which facilitates an active partnership of more than 30 scientists, land managers, educators, community organizations, and conservation-based non-profits. CAZCA's mission is to catalyze and support a coordinated effort to sustain and grow a regional system of natural open spaces in Maricopa County. CAZCA works in four focal areas: 1) Research, 2) Restoration, 3) Outreach, and (4) Collaboration. We believe that we can only achieve landscape-scale conservation outcomes when we work together.

The primary focus of this position is CAZCA's Sonoran Insiders program which is run in partnership with Tonto National Forest, the National Forest Foundation, and the Arizona Conservation Partners. Sonoran Insiders is a social media ambassador program designed to help elevate conservation education and work in the region with the help of social media ambassadors. Learn more: [www.sonoraninsiders.com](http://www.sonoraninsiders.com)

**Location:** Remote/Desert Botanical Garden

**Time Commitment:** Approximately 5-10 Hours Per Week depending on project needs

### **Position Description and Overview:**

The Sonoran Insiders Project Coordinator is responsible for facilitating an engaged, organized, and inclusive Sonoran Insiders Ambassador program. The Project Coordinator will assist in the development of volunteer engagement processes that ensure Ambassador platforms are utilized effectively to achieve organizational goals and objectives, and that the Sonoran Insiders program is a positive experience for Ambassadors. The Project Coordinator will also develop an effective engagement strategy, assist with maintaining the Sonoran Insiders Instagram account and website, and provide support during events. The Sonoran Insiders Program Liaison will report to the CAZCA Engagement Coordinator and the Sonoran Insiders Program leadership team.

### **Responsibilities**

The Sonoran Insiders Project Coordinator may be asked to perform some or all of the following duties.

- Develop positive relationships with Ambassadors, support Ambassador community-building, and create strategies to motivate and empower each Ambassador to achieve their potential.
- Manage the Sonoran Insiders Instagram account, while engaging with the Sonoran Insider community online to build and establish a space for Ambassadors to share and dialogue.
- Maintain the Sonoran Insiders website, and write blog posts about the program.
- Communicate with all Ambassadors and provide guidance and support.
- Conduct surveys or polls for events and meeting with Ambassadors.
- Work with Sonoran Insider leadership team to plan, implement and facilitate Sonoran Insider events.

- Develop strategies to increase overall Ambassador recruitment and retention.
- Track Ambassador social media metrics and engagement.
- Assist CAZCA Engagement Coordinator in creating and disseminating program collateral and resources to Ambassadors, such as information briefs.
- Develop ideas to show appreciation for Ambassadors prior to, during, and following participation in events.

### **Experience & Skills**

- Bachelor's Degree or equivalent work experience required
- Strong interpersonal and relationship building skills
- Demonstrates the ability and eagerness to develop processes
- Capable of working in a setting with few established processes
- Ability to work independently and as a member of a team
- Experience either in scheduling, or coordinating events

To apply for this volunteer opportunity **email your resume and a short cover letter about your interest in this volunteer position to [cazca@dbg.org](mailto:cazca@dbg.org).**

### **Desired Skills and Experience**

This position requires the following skills: Social media experience, Group Facilitation, Management, Professional Development, Verbal / Written Communication