



**APPLICATION TO SERVE AS THE MEDIA & OUTREACH COORDINATOR**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Why do you want to serve as the Humboldt Permaculture Guild’s Media & Outreach Coordinator?

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What special skills, knowledge, experience or interests would you bring to this position?

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Please provide the names, emails and phone numbers of three references we can contact about your relevant skills and experience.

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*Thank you for your interest in working for the Humboldt Permaculture Guild! Please send your completed application to [humboldtpermacultureguild@gmail.com](mailto:humboldtpermacultureguild@gmail.com), and we’ll be in touch soon.*

# **Media & Outreach Coordinator**

## PURPOSE

To promote and publicize HPG and its projects and events in the community.

## OVERVIEW

The Media & Outreach Coordinator, subordinate to the Steering Committee, is a two-year commitment, subject to renewal. The Media & Outreach Coordinator should have the ability to:

- Have good people skills.
- Communicate well with the Steering Committee, HPG members, and the general public.
- Demonstrate good organizational skills, i.e. meeting deadlines, keeping records.
- Participate actively in HPG's projects and activities.
- Be proficient in Word Press, Facebook, and Mail Chimp.

## SCOPE OF RESPONSIBILITY

- Send out monthly emails announcing meetings and events via Mail Chimp.
- Website--update website calendar, events, photos, videos, etc.
- Facebook--post to both pages for events and info, photos, etc.
- Gmail account (answer emails and/or forward to the appropriate person).
- Organize and execute media blasts for events, i.e. local papers, radio stations, Facebook, etc.
- Develop and distribute posters and flyers for events.
- Organize tabling at local events for HPG outreach.