



## **Job Title: Outreach and Engagement Coordinator**

**Organization:** Trees Knoxville

**Location:** Knoxville, TN

**Reports To:** Executive Director

**Status:** Full-Time (40 hrs/week)

**Salary Range:** \$40,000–\$45,000 annually, commensurate with experience

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### **About Trees Knoxville**

Trees Knoxville is a nonprofit organization dedicated to preserving and expanding Knoxville's tree canopy. We enhance our community's beauty, health, and livability by planting and caring for trees through public education, community partnerships, volunteer involvement, and collaboration with the City of Knoxville's Urban Forestry Division. Learn more at [treesknoxville.org](http://treesknoxville.org).

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### **Position Summary**

The Outreach and Engagement Coordinator will promote Trees Knoxville's mission by expanding community awareness, managing public communications, and leading volunteer engagement efforts. This position connects the community to Trees Knoxville's programs through outreach events, education initiatives, social media, and volunteer coordination.

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### **Key Responsibilities**

#### **Community Outreach & Engagement**

- Build relationships with neighborhood associations, schools, civic groups, and partner organizations
- Represent Trees Knoxville at community events, tabling opportunities, and public meetings
- Plan and facilitate educational workshops, tree walks, and public presentations

- Assist with Volunteer Forester training and ongoing engagement with Trees Knoxville's volunteer base
- Support the planning and promotion of Arbor Day celebrations, Tree Fest, tree giveaways, and community planting days

### **Marketing & Communications**

- Manage Trees Knoxville's social media accounts (Instagram, Facebook, etc.) to share educational content, event updates, volunteer highlights, and impact stories
- Draft and distribute monthly e-newsletters and website updates
- Develop flyers, graphics, and promotional materials for events and programs using design tools such as Canva
- Capture and organize photos and videos for digital storytelling and reporting purposes
- Collaborate with staff on press releases and media outreach

### **Volunteer Coordination**

- Recruit, schedule, and communicate with volunteers for tree planting and tree care events
- Support Volunteer Foresters and Tree Ambassadors by providing clear instructions, resources, and ongoing engagement opportunities
- Assist with planning and managing volunteer events
- Maintain volunteer records and contribute to impact tracking and reporting

### **Program Support & Evaluation**

- Assist with data collection for Trees Knoxville's programs, including volunteer hours, event participation, and community impact stories.
- Support grant and donor reporting efforts by providing outreach metrics and narratives
- Help evaluate outreach and engagement strategies for continuous improvement.

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## **Qualifications**

### **Required:**

- Bachelor's degree in Communications, Environmental Science, Marketing, Public Relations, or a related field
- Experience coordinating community outreach or volunteer programs
- Strong interpersonal skills with the ability to engage diverse audiences
- Comfortable working independently and managing tasks with minimal supervision; able to stay organized and follow through on responsibilities

- Familiarity with social media platforms and basic content creation
- Experience organizing and visualizing data in spreadsheets
- Ability to work occasional evenings and weekends for events
- Valid driver's license and access to reliable transportation

**Preferred:**

- Experience in environmental education, urban forestry, or nonprofit outreach
  - Graphic design and media skills (e.g., Canva, Adobe Creative Suite, photography)
  - Experience working with volunteers or leading small groups
  - Familiarity with Knoxville's neighborhoods and local community organizations
  - Experience organizing community events, workshops, or volunteer activities with attention to logistics and public engagement
  - Familiarity with basic tree care practices, urban greening, or environmental sustainability concepts (formal education not required)
  - Experience supporting nonprofit fundraising campaigns, donor relations, or community sponsorships.
  - Experience using customer relationship management (CRM) software or volunteer management databases to track outreach and engagement efforts.
  - Experience writing press releases and engaging with local media on community stories
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## **Why Join Trees Knoxville?**

- Be a key part of connecting Knoxville residents to urban forestry efforts.
  - A competitive salary and paid time off with paid holidays.
  - Flextime to accommodate night and weekend work events.
  - Enjoy a flexible work environment that balances office time, work-from-home opportunities, and engaging fieldwork in the community. Devoted office space is available near downtown Knoxville.
  - Reimbursement for qualified medical expenses through a Qualified Health Contribution Reimbursement Plan (QHCRP)
  - Employer matched contribution to a SIMPLE IRA.
  - Funding to attend community and urban forestry conferences, training, and outreach events.
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**To Apply:**

Send a cover letter, resume, and two references by the end of the day on Friday, August 29 to [info@treesknoxville.org](mailto:info@treesknoxville.org) with the subject line:

**"Outreach and Engagement Coordinator Application."**