

## *Petrochemical corporation*

This corporation owns large tracts of coastal wetlands adjacent to many of its manufacturing plants. Much of this land is managed with conservation goals in mind, and some are operated as private wildlife preserves. The preserves and all corporate wetlands provide habitat for waterfowl and wading birds, amphibians, fish, and other aquatic wildlife, as well as birds and land animals such as deer, coyotes, and rodents.

## 1. Communications and Public Relations Specialist

### **Description:**

Develop and manage a communications program for the corporation's wetlands preserves and wetlands management programs, to include media outreach, public education, website maintenance, and publicity events.

### **Duties:**

- Develop and coordinate an outreach and communications strategy to advance the company's programs, including online communications using the web and social networking tools.
- Promote special events and workshops.
- Generate media coverage for the wetlands preserves and their events.
- Produce a regular newsletter, announcements, and conservation publications.

### **Skills and experience:**

- Writing and editing.
- Event organizing and promotion.
- Social networking and new media tools.
- Organized, detail-oriented.
- Ability to work well in teams and as a supervisor.
- Comfort with communication of all kinds including in-person, written, and telephone.

### **Education and training:**

- Minimum bachelor's degree in communications or an environmental field, with additional work experience in marketing, public relations, and media campaigns.

## 2. Corporate Land Manager

### **Description:**

Responsible for the overall operation of all corporate lands including the wetlands preserves and other corporate wetlands. Responsibilities include meeting conservation goals by ensuring suitable habitat, providing recreation opportunities for preserve visitors, and working with neighbors and community groups to influence land use and policy decisions that might affect the wetlands and wildlife.

### **Duties:**

- Oversee and generally manage the operations and programs of the wetlands preserves and other corporate lands.
- Work with staff scientists to prepare and implement habitat protection and enhancement projects.
- Meet with neighboring landowners and community groups to promote cooperation.
- Oversee recreational and educational programs on the preserve.

### **Skills and experience:**

- Ability to work and think on both the levels of specific problems and overall goals.
- Enjoyment of supervising, directing, and collaborating with other people.
- Capability to find innovative solutions to problems.
- Clear and concise communications for different audiences.
- Commitment to wildlife conservation.
- Excellent presentation, written communication, and verbal skills.
- Ability to work outdoors, sometimes in wet conditions or bad weather, as well as in an office environment.

### **Education and training:**

- Graduate degree in natural resources, land planning, landscape design, or outdoor recreation management.
- Work experience in conservation project design and management preferred.