



Outreach Associate Job Description

Location: Cody, Wyoming

Supervisor: Director of Park County Open Lands

Work Schedule: Full Time; occasional weekends, evenings, and some travel required.

Salary: \$50,000-\$60,000 depending on experience

JHLT Mission: To protect and steward the landscapes of Northwest Wyoming for current and future generations.

Description of Position: The outreach associate executes Park County Open Lands' well-developed communications strategies within the local community with digital and print communications and events. This position helps share the stories of land conservation across Northwest Wyoming, strengthens community awareness of the Park County Open Lands program, and supports events and partnerships that connect people to the landscapes we protect.

Core Responsibilities:

Communications

- Draft and design compelling content for blogs, press releases, the WyoGives campaign, print newsletters, and quarterly email newsletters to reach multiple audiences – landowners, community members, and donors
- Compose, schedule, design, and share print and digital promotional materials for a slate of local events
- Create content, schedule, and monitor engagement for email, social media, and website channels ensuring alignment with organizational communications strategies and use analytics to inform future strategies
- Produce short videos, graphics, and other digital and print content to illustrate the work of Park County Open Lands
- Assist with photography and visual storytelling to document conservation projects, community events, and partner collaborations
- Manage website updates and suggest potential enhancements to improve user experience
- Maintain a consistent voice and brand across communications materials and platforms consistent with the Jackson Hole Land Trust
- Help maintain a digital library of communications assets including photos, videos, graphics, and written content

Event Support

- Plan and support Park County Open Lands including the summer Annual Community Picnic, winter events for agricultural producers and the community, and smaller gatherings to engage supporters
- Coordinate event logistics such as event promotion, sponsor support, vendor contracts, site visits, speakers, signage, registration systems, printed collateral, and presentation materials, and post-event follow-up
- Serve as day-of event coordinator, including coordinating staff for set up, execution, and clean up, troubleshooting issues, and ensuring smooth event operations
- Attend and support regional program events (travel required within Northwest Wyoming)
- Table at community events to build support for and awareness of Park County Open Lands

Community Engagement

- Support outreach efforts that build relationships with community members, landowners, and partner organizations
- Assist with community education and engagement initiatives that increase awareness of land conservation
- Coordinate with partner organizations and regional programs to amplify shared conservation messages

Administrative Support

- Maintain and update contact databases, including email and address lists, event registrations, and supporter or partner contact information
- Assist with routine correspondence such as thank-you notes and follow-up communications after events or campaigns
- Respond to general inquiries received through phone, email, website forms, or social media and direct requests to appropriate staff when needed
- Support internal coordination by organizing shared files, maintaining communications calendars, and assisting with project tracking tools
- Assist with notetaking, documentation, and follow-up tasks from meetings or events as needed
- Coordinate logistics for outreach materials, including printing, inventory, and distribution of promotional items and event supplies
- Support volunteer and partner coordination efforts related to community events or stewardship activities
- Perform other administrative duties and special projects as assigned

Qualifications and Job Requirements

- Strong written and verbal communication skills with an affinity for storytelling and content creation
- Strong interpersonal skills and comfort engaging with community members and partners
- Genuine enthusiasm for conservation and the mission of the Jackson Hole Land Trust
- Demonstrated success in project management, with the ability to meet deadlines and manage multiple tasks

- Experience with basic graphic design and visual communication, including the ability to create original graphics and layouts
- Excellent organizational skills, attention to detail, and the ability to be self-motivated and disciplined
- Working knowledge of Instagram, Facebook, Microsoft Office, Asana; experience with Mailchimp, Asana, and Adobe Suite is a plus
- Photography, video editing, or graphic design experience is beneficial but not required
- Familiarity with wildlife conservation and agriculture is preferred but not required
- Valid driver's license and willingness to travel throughout Northwest Wyoming as needed

To Apply:

Please send a cover letter and resume to alex@jhlandtrust.org. Applications will be reviewed on a rolling basis. Interested candidates are encouraged to apply early. Please send applications no later than Friday, April 10, 2026.

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