



## Outdoor Recreation Coach Position Description

Seeking adventurous, enthusiastic, organized, and detail-oriented person to coordinate and lead outdoor recreation programming while building the capacity of the organization through volunteer recruit and management. This person will be responsible for:

### Outdoor Recreation Program Coordination

- Create, schedule, coordinate, and promote outdoor recreation activities, trainings, events, and programs as described in the Skowhegan AmeriCorps Outdoor Recreation Program.
- Lead outdoor recreation programming, in collaboration with other AmeriCorps members, MSS staff, and volunteers.
- Organize all aspects of programming as needed, including selecting and reserving facilities/location and transportation, securing equipment, recruiting volunteers, and promoting activities to community members.
- Establish relationships with local schools, the Skowhegan Outing Club, and other community organizations to help promote programming and encourage participation.
- Attend all pertinent committee meetings, including meetings of the Skowhegan OSI Team, Somerset Trails Collaborative, and others as related to outdoor recreation program planning.
- Maintain organized and accurate outdoor recreation program data (attendance records, budgets, planning details) and provide periodic progress reports and budget updates for each event to executive director.
- Ensure compliance with insurance, legal, health, and safety obligations.
- Collaborate and coordinate with other AmeriCorps members to determine tasks, responsibilities, and roles, under the direction of the executive director.

### Marketing/Advertising

- Develop and execute marketing communications plan to promote outdoor recreation programs, activities, trainings, and events.
- Manage and maintain outdoor recreation program webpages and Facebook events.
- Develop promotional materials for outdoor recreation programs and coordinate the distribution of these materials locally.
- Track all sponsorships and in-kind donations for outdoor recreation programs, if applicable.

### Volunteer Management

- Serve as the principal liaison to volunteers, recruiting assistance as needed, and growing a group of people to organize and lead future programming.
- Train volunteers in outdoor recreation programming best practices.
- Engage volunteers through regular communication and quarterly gatherings.
- Maintain a database of volunteer contacts.
- Write thank you cards to all volunteers as needed.

Main Street Skowhegan  
48 Court Street  
Skowhegan, ME 04976  
MainStreetSkowhegan.org

[Kristina@mainstreetskowhegan.org](mailto:Kristina@mainstreetskowhegan.org) | 207-612-2571



- Develop volunteer appreciation program.
- Develop and refine volunteer management policies and best practices for the organization.

#### Outdoor Recreation Facility Support & Management

- Develop, in partnership with other AmeriCorps members and at the direction of the executive director, a business plan for a community gear hub/library, including management processes, policies, and procedures.
- Manage gear hub/library, including gear loans and maintenance.
- Assist with trail maintenance and development.

#### Member Training, Learning, and Professional Development

Members will be trained to perform the tasks above, and are required to participate in workshops and professional development trainings, including:

- Outdoor recreation skills training and training best practices
- Marketing training
- Program/event planning
- Emergency management practices and procedures
- All federal- and state-sponsored AmeriCorps training and professional development programs
- Other trainings as required

#### Required knowledge, skills, and abilities:

- Excellent verbal, written, and interpersonal communication skills
- Ability to communicate with the public in an effective, diplomatic, and courteous manner
- Detail-oriented with strong time-management and organizational skills
- Ability to manage multiple projects independently
- Proficiency with Microsoft Office applications (e.g., Word, Excel, and PowerPoint)
- Proficiency with navigating the internet and knowledge of social media platforms
- Must be enthusiastic and physically capable of performing essential functions

#### Preferred knowledge, skills and abilities:

- Familiarity and/or proficiency with email management software (Constant Contact)
- Familiarity and/or proficiency with Adobe Creative Suite
- Familiarity and/or proficiency with WordPress

#### Other position details and information:

- Must be 18 years of age.
- Must be a United States citizen or a lawful permanent resident.
- Must possess a high school diploma or equivalency certification and have some college, with a two- or four-year college degree preferred.
- This is a full-time enrollment. Service on some nights and weekends will be required.
- Position will report to the executive director.

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**Please visit [MainStreetSkowhegan.org/AmeriCorps](http://MainStreetSkowhegan.org/AmeriCorps) to apply.**

### **About the Skowhegan AmeriCorps Outdoor Recreation Program**

The Skowhegan AmeriCorps Outdoor Recreation Program is a partnership among several organizations, including Main Street Skowhegan, the Outdoor Sport Institute, and AmeriCorps. In 2018-19 these groups came together to develop a program to catalyze a cultural shift toward a more active lifestyle in Skowhegan—for the benefit of our residents. The program provides an action plan for promoting our current outdoor recreation facilities, encouraging walking and low-impact activities, providing skill-building and regular outdoor recreation programming, ensuring access to these activities, energizing volunteers to build capacity, and enhancing current trails and creating new ones.

Three full-time AmeriCorps members—under the guidance of Main Street Skowhegan and the Skowhegan OSI Team—will implement this plan over the next three years (April 2019 to December 2021), assessing outcomes, tweaking strategies and action steps as needed to achieve our goal, and building a base of volunteers to sustain programming for years to come.

### **About Main Street Skowhegan**

Main Street Skowhegan (MSS) is a 501(c)(3) nonprofit focused on the ongoing revitalization of Skowhegan, Maine. Founded in 2005 by a group of citizens with the goal of reinvigorating downtown Skowhegan, MSS is still driven by volunteers working to make their town a better place.

In 2015 we expanded our purview to include the entire town—not just the downtown—enabling us to serve all Skowhegan businesses and implement town-wide projects. Our mission is to grow a vibrant and inviting historic town by encouraging innovation and economic development. We spearhead collaborative efforts to support businesses and diversify the economy, stimulate tourism, and tell Skowhegan's story.

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