



Rural Communities and Forest Restoration Communications Apprenticeship

January 2022 - June 2022

The Sierra Institute for Community and Environment (Sierra Institute) is looking for one motivated individual to fill the position of Communications Apprentice. The selected applicant will primarily be responsible for assisting with the development and implementation of communications strategies for the full spectrum of Sierra Institute's work. This position is a tremendous opportunity to help SI better leverage all forms of communication -- from social media to the local newspaper -- to better tell the story of our work and the rural communities we serve. This position presents a unique opportunity for an aspiring communications professional or science communicator to engage with professional staff and partners carrying out a wide range of programming to promote healthy and sustainable forests and watersheds by investing in the well-being of rural communities and strengthening their participation in natural resource decision-making and programs. Work will include participation in an array of programming events -- including field visits, collaborative meetings, and community events -- to allow the individual to tell the story of this work. Occasional travel to other rural communities throughout the state to conduct related work and research may be required. Apprenticeships will last a minimum of six months, and may be extended up to nine months by mutual agreement. **Applications are due by December 20th, with an anticipated start date of January 2022.**

Job Duties: The selected candidate will have the opportunity to advance their knowledge and professional skills while contributing to meaningful outcomes for rural communities and landscapes through involvement with a suite of Sierra Institute projects. Responsibility areas described below provide an overview of the core efforts the selected apprentice will contribute to. These are meant to provide a general understanding of the position, and may not capture all responsibilities.

Communications and Outreach (~70%): Responsibilities may include the full range of communications and outreach activities, including developing and curating content for social media, identifying and managing notable observations (e.g., National Forest Products Week), drafting and editing blog posts, newsletter articles, etc., and providing website design and maintenance support.

General Organizational Support (~30%): As a member of Sierra Institute's professional staff, the apprentice will contribute to the organization's overall pursuit of its mission. Responsibilities may include participating on field trips with youth, assisting with administrative duties in the main office, or other organizational support activities.

Qualifications

Required

- An undergraduate or advanced degree in communications or related field; or social science, natural resources or related field;
- Excellent written and oral communication skills;



- Basic understanding of land management policies, and natural resource issues such as wildfire forestry, and ecological restoration;
- Proficiency in Microsoft Office (Word, PowerPoint, Excel);
- A willingness to work and live in a rural, mountainous area that receives snow and ice in winter;
- A team-oriented perspective with a productive level of self-guidance and initiative;
- An ability to bring critical thinking skills, creativity, and laughter to the workplace;
- A personal vehicle for transportation outside of work;
- Experience living and/or working in a rural setting and a strong desire to learn about rural issues.

Preferred

- Demonstrated knowledge of collaborative resource management and community involvement;
- Experience with professional communications related to rural communities and natural resource management;
- Experience with an array of social media, and communication tools, potentially including online surveys, webinars, website management, and/or utilizing other computer software programs;
- Experience using ESRI ArcGIS or other geospatial platforms for story-telling.

Please note these qualifications are what we believe is necessary to ensure the selected applicant is successful in this position, however we encourage all who are interested to apply and highlight how their experience and background will make them successful.

More Details

About the Sierra Institute: The Sierra Institute promotes healthy forests, watersheds, and communities by investing in the well-being of rural communities and strengthening their participation in natural resource management. Our work is grounded by the concept of triple bottom line values, supporting initiatives that simultaneously benefit the environment, economy, and equity within a given landscape. Sierra Institute strives to cultivate innovative projects through a collaborative-minded office culture—staff often work on interdisciplinary projects both internally and with external partners. Sierra Institute staff must be adaptable, finding their roles must expand to fit the needs of specific projects and partnerships. The diversity of our work provides opportunity to think critically about how communities engage with natural resource management, from workshops to assess community capacity to field trips with high school students to marking timber. Staff routinely draw on the expertise and background of others to improve our collective work, and applicants should expect to be an integral member of this team. In addition, Sierra Institute supports a flexible work schedule that encourages employees to take advantage of our location by getting out to exercise in the sunshine mid-day. A close-knit staff will provide a welcoming sense of community to ease the transition to our rural county.



Location: Sierra Institute is located in Taylorsville, CA (pop. 154) and lies within a large mountain meadow referred to as “Indian Valley”, which includes the communities of Greenville and Crescent Mills. Taylorsville is an historic small town, with a long history dating back to the construction of first flour mill in the Pacific Northwest in 1856. Downtown Taylorsville is home to two historic establishments, the Taylorsville Tavern, a favorite watering hole for loggers, and Young’s Market, a revitalized country store and sandwich shop that first opened its doors in 1862 that is – debatably – home to the oldest working cash register in the nation manufactured in 1914. The community of Taylorsville has long been a blend of long-time residents, ranchers, loggers, and newcomers drawn to the area for its beauty. Taylorsville offers unique, rural community events that bring the community together, such as the Silver Buckle Rodeo held over the 4th of July, the Holiday Light Parade the Saturday after Thanksgiving; and New Year’s Eve fireworks in the fields across from the Tavern. Taylorsville is surrounded by many outdoor recreation opportunities such as Lake Almanor, Plumas and Lassen National Forests, and Lassen Volcanic National Park. These adjacent public lands feature untouched backcountry routes in winter, and endless, empty dirt roads to explore in summer. Adventures lie just out the back door of the office. The Dixie Fire burned nearly a million acres in 2021, with lasting impacts on local communities and the landscape, however, beauty is still abundant in both burned and unburned areas.

Compensation: The apprentice will receive approximately \$2,000/month, plus shared housing and the option to participate in the organization’s health insurance benefits. The Sierra Institute will provide fully furnished, utilities-paid accommodation within a 15 minute drive of the Sierra Institute office.

How to Apply

Please send your resume, cover letter, and contact information for three references as **one pdf** to jobs@sierrainstitute.us with “Communications Apprenticeship - Spring 2021” in the subject line. Please include where you heard about the job in the text of the email (please be as specific as possible). **Deadline for applications is December 20th, 2021.** Please email us at admin@sierrainstitute.us if you have questions.