

## **Headwaters Coordinator**

The Headwaters Coordinator will be an employee of the Northern Forest Canoe Trail, but will report directly to the Adirondack Council for supervision. The supervisory relationship will be highly collaborative and will likely include additional input from an advisory committee of regional partners.

### **Overview:**

The Adirondack Park has abundant fresh water resources. Five major river systems find their headwaters here. The Park boasts more than 2,800 lakes and ponds, and more than 1,500 miles of rivers, fed by nearly 30,000 miles of streams. But these resources are facing threats, some of which will likely be exacerbated by a changing climate. Moreover, lake associations charged with managing these varied stressors frequently operate on shoestring budgets with all-volunteer capacity that is stretched thin for all they need to accomplish. In recognition of these challenges, the [Northern Forest Canoe Trail](#) (NFCT) and [Adirondack Council](#) (the Council) are partnering with the [Long Lake Association](#) (LLA), [Blue Mountain Lake Association](#) (BMLA) and [Raquette Lake Preservation Foundation](#) (RLPF) to hire a “Headwaters Coordinator” to work in the Raquette Lake Watershed from Summer 2023 to Fall 2024.

The Adirondack Council began working in the Raquette Lake Watershed in 2021 through a partnership with RLPF. That partnership has helped to illuminate some of the specific support gaps that RLPF and other lake associations across the region are facing in performing the critical stewardship work with which they are tasked. The Northern Forest Canoe Trail, as well as the NFCT’s 90-miler route (Adirondack Canoe Classic) pass through three headwater communities of the St. Lawrence (Raquette Lake, Blue Mountain Lake and Long Lake). Through this project the Council, NFCT and the three communities will work together to advance coordinated stewardship initiatives, events, and public education. The unique partnership between these entities will allow for promoting good recreation, economic development, and conservation outcomes in a place-based, community-focused setting.

The Headwaters Coordinator will be a first of its kind temporary, part-time contract position, based in the Raquette Lake Watershed within the Adirondack Park. This role will serve as an ambassador for the lake associations in the region, identifying new and creative ways to engage and communicate with the public. The person hired will help build the capacity of lake associations to share critical information about invasive species prevention, Leave No Trace, responsible recreation/tourism, and other key stewardship messaging. This collaborative effort will result in a unified communications strategy helping local businesses, governments, and other partners to improve conservation and community outcomes.

### **Position Responsibilities:**

The Headwaters Coordinator’s role will include, but not be limited to the following:

- Assisting in convening stakeholder groups with local representation from lake associations, business, non-profit organizations, and government; and a steering committee(s) within our partner network;
- Planning and leading workshops, trainings, and providing direct assistance to lake associations to grow memberships, formalize messaging, curating content libraries, developing outreach/engagement strategies, and ensuring progress toward grant deliverables;
- Building a branding and/or marketing strategy for a “Headwaters campaign”;

- Identifying opportunities to improve engagement of headwater communities with the Northern Forest Canoe Trail via new stewardship initiatives, place-based education, special events, etc. to meet the management, education and outreach objectives of the project.
- Developing and disseminating content around invasive species spread prevention (Clean, Drain, Dry messaging) and Leave No Trace for cross-posting and/or integrating into lake associations, business, and government's existing messaging platforms;
- Tracking success of campaign outcomes through analysis of social media engagement, training and event attendance, and other metrics to be determined by the Headwaters Coordinator and the advisory committee;
- Leading the planning of a Headwaters Summit to be held in late Summer 2024;
- Identifying sustainable funding solutions (ie. grants, foundation funds, fundraising campaigns, private donors) to advance lake associations' work at watershed scale and to assist in succession planning for the Headwaters Coordinator role;
- Creating and assisting with planning opportunities for social events to celebrate the collective work of the Headwaters' partner network and stakeholders;
- Providing encouragement and positivity through direct engagement with lake associations, reinforcing the importance of their progress toward lake and watershed management goals;

#### **Preferred Qualifications:**

- An undergraduate degree related to the fields of Communications; Marketing; Recreation and Tourism; and/or Natural Resources Management
- Experience with email marketing platforms; social media management; and other marketing tools to the extent that you can explain these tools to beginners;
- Interest and experience in working with water resources and/or tourism and recreation content;
- Comfortable interfacing with a variety of stakeholder groups and partners, including academic institutions, non-profits, conservation groups, local businesses, lake associations, local government, visitors and community members;
- Experience planning (or assisting in planning) for a variety of event types, including workshops, trainings, mixers, member meetings, conferences, speakers, etc.;
- Knowledge of a variety of virtual and in-person meeting facilitation techniques;
- Demonstrated success in a fundraising and/or grant-writing capacity in a previous role;
- Access to a reliable vehicle, as travel within the Park will be required, with winter travel capability preferred (though remote work may be possible from November through April);
- Access to a personal laptop for conducting many of the day-to-day job responsibilities;
- Ability to work independently and as a member of a team; and
- Commitment to engaging others from a foundation of respect, integrity, and inclusion.

#### **Compensation:**

The person will be hired as an independent contractor paid at a rate between \$20,000 and \$24,000 per year dependent upon experience. We anticipate responsibilities will require approximately 20 hours per week, but flexibility in scheduling may be possible and/or necessary. A mileage allowance will be offered for approved travel at the IRS approved NYS mileage rate (currently \$0.655/mile).

#### **Logistical considerations:**

The Headwaters Coordinator must be committed to maintaining a regular presence in the Raquette Lake Watershed (or nearby) between the months of May – October with remote work possible November – April. Priority will be given to an applicant who lives in the watershed or is willing to relocate there. Some weekend and evening hours will be necessary with an option to work flexible hours.

This position is offered as a result of a collaborative effort. The contractor will be hired by the Northern Forest Canoe Trail, which will administer funds and serve on the advisory committee. The position will report to the Adirondack Council, which coordinates this collaboration among watershed councils. Each Watershed Council will represent its needs and work together toward appropriate collaborative messaging and implementation.

**How to Apply:**

To apply, please send an email expressing your interest with a cover letter and current resume attached to NFCT Executive Director, Karrie Thomas, at [karrie@northernforestcanoetrail.org](mailto:karrie@northernforestcanoetrail.org).

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*The Northern Forest Canoe Trail and Adirondack Council are both Equal Opportunity Employers. All applicants receive equal considerations without regard to age, race, color, religion, marital status, sexual orientation, ancestry, national origin, handicap, or disability. Employees are selected on the basis of their individual qualifications and ability to fulfill the requirements of the job. The same considerations apply to promotions, pay increases, and all other conditions of employment with the Northern Forest Canoe Trail and Adirondack Council.*

*The Northern Forest Canoe Trail is a nonprofit organization and water trail connecting communities, history and wildlands from the Adirondacks to the Allagash. We believe access to wild places improves people's lives, strengthens our communities and increases our care for the natural world. We envision an unrivaled network of paddling opportunities across the Northern Forest that will inspire ongoing experiences enticing people to fall in love with the region. Their passion and commitment will contribute to the health of our communities, landscapes and waterways.*

*Established in 1975, the Adirondack Council is a privately funded not-for-profit organization whose mission is to ensure the ecological integrity and wild character of the Adirondack Park. It is the largest environmental organization whose sole focus is the Adirondacks. The Council carries out its mission through research, education, advocacy and legal action. It envisions a Park with clean water and clean air, core wilderness areas, farms and working forests, and vibrant, diverse, welcoming, safe communities. Adirondack Council advocates live in all 50 United States.*