

Community Outreach and Marketing VISTA Summer Associate **Coldharbour Institute | Gunnison, Colorado**

Support Coldharbour's outreach and communications strategy. Help grow participation in Coldharbour's programs through marketing, storytelling, and community engagement. This role is ideal for someone interested in nonprofit communications, marketing, and digital storytelling.

About Coldharbour

Coldharbour Institute (CI) is a 501(c)(3) nonprofit based in Gunnison, Colorado, dedicated to advancing regenerative practices that improve the health of working agricultural lands and watersheds through education, research, and applied practice. Since 2015, CI has stewarded the 343-acre Coldharbour Ranch as a living laboratory to advance soil health, watershed restoration, and resilient food systems.

Rural communities in the Gunnison Valley face increasing economic vulnerability linked to water scarcity, degraded soils, and limited agricultural diversification. By expanding access to regenerative education and technical and land stewardship training, Coldharbour Institute helps strengthen agricultural livelihoods, enhance ecosystem services, and support long-term economic resilience.

Position Description

The Community Outreach and Marketing VISTA Summer Associate will support capacity-building efforts that strengthen CI's outreach strategy and community engagement systems. The member will assist with developing sustainable outreach processes, supporting event planning, and improving communications systems that increase participation in workshops and educational programming.

Key activities include assisting with the development of an overarching outreach strategy and outreach materials, expanding social media engagement, and coordinating community and volunteer events. The VISTA member will also help document communications workflows, track engagement metrics, and organize systems that ensure sustainability beyond the 10-week term.

This position blends behind-the-scenes systems building with community-facing support at workshops and events. The VISTA member will work closely with CI staff and community partners while gaining hands-on experience in nonprofit communications, rural outreach strategy, and regenerative agriculture education.

Located in the Gunnison Valley of western Colorado, this position offers the opportunity to work in a vibrant rural community surrounded by public lands, working ranches, and high-alpine ecosystems.

Objective

Support Coldharbour Institute in building sustainable outreach and communications systems that expand community engagement and access to regenerative agriculture and watershed education.

Member Duties

The VISTA Summer Associate will support development of sustainable outreach and engagement systems by:

- Assisting with event planning and logistics for workshops, conferences, and community gatherings

- Supporting development of marketing materials that promote programs and Coldharbour's mission including an outreach toolkit for events and programs
- Assisting with outreach strategies that increase participation in educational programming
- Supporting Coldharbour's social media presence (Facebook and Instagram), including content creation and scheduling
- Assisting with development of a social media strategy and content calendar
- Drafting email communications and outreach content
- Supporting website updates and content management
- Tracking participation and engagement metrics
- Documenting communications workflows and outreach processes to ensure sustainability

By the end of the term, the VISTA member will contribute to a documented outreach plan, including a communications calendar, outreach toolkit for events and programs, and systems for tracking engagement metrics.

Necessary Knowledge, Skills, and Experience

- Strong written and verbal communication skills
- Organizational skills and ability to manage multiple tasks
- Interest in nonprofit communications, outreach, or community engagement
- Ability to work independently and collaboratively in a small team environment
- Basic familiarity with social media platforms and digital communication tools
- Interest in environmental education, regenerative agriculture, or rural community development
- Creativity and enthusiasm for storytelling and community engagement

Desired Knowledge, Skills, and Experience

- Experience with communications, marketing, or social media management
- Experience supporting events, workshops, or community programs
- Experience with email marketing platforms, website content management, or design tools including canva

Benefits

- These positions are 10 weeks of service
- Dates: June - August (specific dates to be announced soon)
- Members will be paid a Living Allowance of approximately \$479 a week (this depends on their zip code and the living allowance set forth by AmeriCorps VISTA)
- Members have an option to select an education award valued at \$1,565.08 or a cash stipend of \$345.80 at the successful completion of their 10-week term

To Apply: Applications will go live in mid April. To have an application link sent to you, please email programs@coldharbourinstitute.org with your full name and the position in which you are interested.

**Research shows that women, people of color, and individuals from other underrepresented backgrounds are less likely to apply for positions unless they meet every qualification. If you're excited about this role but your experience doesn't perfectly match every requirement, we encourage you to apply.*

Native Plant Education & Programming

Coldharbour Institute | Gunnison, Colorado

Help launch educational programming for Coldharbour's Native Plant Nursery. Design workshops, connect the community to native plants, and support climate-resilient landscapes in the Gunnison Valley.

This role is ideal for someone interested in environmental education, native plants, and community learning.

About Coldharbour

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Rural communities in the Gunnison Valley face economic vulnerability linked to water scarcity, degraded soils, and limited agricultural diversification. By expanding access to regenerative education, technical training, and land stewardship skills, CI helps strengthen agricultural livelihoods, enhance ecosystem services, and support long-term economic resilience.

Program Description

The Native Plant Education and Programming VISTA Summer Associate will support the development and long-term sustainability of Coldharbour's Native Plant Nursery initiative. This emerging program focuses on cultivating locally adapted native plants to support ecological restoration, biodiversity, and climate-resilient landscapes in the Gunnison Valley.

The VISTA member will assist in developing educational programming and outreach activities that connect community members with native plants and the role they play in watershed health and ecological resilience. Activities may include designing workshops, creating outreach and educational materials, supporting the nursery's community engagement strategy, and participating in local events.

This position blends educational program development with hands-on community engagement. The ideal candidate is organized, creative, adaptable, and interested in native plants, environmental education, or community outreach.

Located in the Gunnison Valley of western Colorado, this position offers the opportunity to work in a vibrant rural community surrounded by public lands, working ranches, and high-alpine ecosystems.

Objective

Support Coldharbour Institute in building the capacity and long-term sustainability of the Native Plant Nursery through educational programming and community outreach.

Member Duties

The VISTA Summer Associate will support development and outreach for Coldharbour's Native Plant Nursery by:

- Designing and assisting with Native plant workshop curriculum
- Creating educational resources and handouts for the Native Plant Nursery

- Supporting the development of outreach strategies and community partnerships
- Tabling at farmers markets and community events to share information about native plant cultivation and Coldharbour Institute's work
- Assisting with volunteer coordination for nursery activities, restoration projects, and community workdays
- Supporting educational programming and events at Coldharbour Ranch

By the end of the term, the VISTA member will produce a native plant workshop curriculum and a set of educational resources and handouts. They will also help organize and implement community engagement events related to the Native Plant Nursery. Additionally, the member will develop outreach materials and contribute to an educational programming framework that supports the nursery's long-term community engagement.

Necessary Knowledge, Skills, and Experience

- Strong written and verbal communication skills
- Organizational skills and ability to manage multiple tasks
- Interest in environmental education, plants, ecology, or community engagement
- Ability to work independently and collaboratively in a small team environment
- Willingness to participate in community events and public outreach
- Comfort speaking with the public and leading small group activities
- Interest in working in a rural community setting

Desired Knowledge, Skills, and Experience

- Coursework or experience in ecology, environmental studies, botany, agriculture, or a related field
- Experience with educational programming, curriculum development, or workshop facilitation
- Interest in native plants, biodiversity, or ecological restoration
- Experience with community outreach or environmental education
- Enthusiasm for working outdoors and engaging with community volunteers

Benefits

- These positions are 10 weeks of service
- Dates: June - August (specific dates to be announced soon)
- Members will be paid a Living Allowance of approximately \$479 a week (this depends on their zip code and the living allowance set forth by AmeriCorps VISTA)
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