



Communications and Administrative Coordinator Position Description

Organization Background:

The Schoolcraft Conservation District (SCD) is a local unit of government, IRS 170(c)(1), and has been serving Schoolcraft County through stewardship of natural resources for over 50 years. Historically, the District is funded by several sources - state, federal, and county grants, seedling sales, and generous donations. Schoolcraft County residents provide funding through their support a millage specific to the District.

Position Objective:

The position of *Communications and Administrative Coordinator* is an exciting opportunity to play a key role in community engagement on the behalf of this organization. The person acting as *Communications and Administrative Coordinator* primarily coordinates outreach, marketing, and environmental education. They will also serve as the grant coordinator for some of the District's current grant projects (in 2023-24 serving as the Aquatic Invasive Species (AIS) Coordinator for the MISG Boat Decontamination project). They also support SCD's District Manager and staff with administrative tasks when necessary and coverage of office hours. This employee serves the District by implementing programming, and by supporting SCD's mission through varying methods of promotion including social media and website management, written and verbal public relations, and in-person efforts. They will maintain strong relationships with the public and other organizations.

Relationships:

The *Communications and Administrative Coordinator* reports directly to the SCD District Manager. Their annual goals, outreach projects, grant project timelines, and expenditures are coordinated with the District Manager. This person will work closely with other District staff to coordinate and promote events.

Essential Functions:

50%

- Ensures timely, relevant stories, photos and media posts relating directly to the mission of SCD are consistently produced and are available for multiple communications approaches.
- Graphic design and production of seasonal newsletters, seedling catalogs, the annual report, strategic plan and other print publications including guidebooks, flyers, posters, info-sheets, postcards, signage, swag, and so on.
- Creates compelling written and visual content for social media, website, email blasts, and press releases, which includes text, photos and video.
- Supports the coordination of events, programming and workshops, both in-person and virtually.



- Provides general support for SCD fundraising efforts.
- Represents the District in a professional and supportive manner in the office and at all functions sponsored by the District.
- Supports SCD staff in developing and presenting environmental education to varying demographics.

40%

- Serves as the AIS Coordinator for the MISG project through 2024. This includes:
 - With assistance from the DM, seasonal hiring of field crews for grants
 - Scheduling and monitoring of seasonal field crew
 - Planning AIS outreach events
- Attends local and regional organization and/or agency meetings representing SCD, as assigned.
- Prepares and submits monthly activity report.
- Assists the public, both walk-ins and phone inquiries, making referrals to other staff or appropriate agencies where necessary.
- Occasionally assists staff with field work, as needed.

10%

- Contribute to keeping office space clean and inviting to the public.
- Other duties as assigned by District Manager.

Educational Qualifications of the Ideal Candidate:

Bachelor's degree in communications, environmental science, or humanities preferred.

Consideration will also be given to candidates who have a degree in marketing and experience working in the environmental field. Exceptions may be considered for those candidates who are working toward a Bachelor's degree, or have an associate's degree in the natural resources field.

Preferred Experience:

Two years of work experience or related education demonstrating proficiency in the following skills: community outreach, graphic design, natural resources management, or environmental education.



- Computer software: Microsoft Office Suite, Adobe Creative Suite, Google for Business, Weebly, Mail Chimp, Canva, social media (Facebook, Twitter, Instagram), and POS systems (Square and PayPal).
- Has general knowledge of natural resources/agriculture, watershed stewardship, and wildlife and ecology principles and policies.

Abilities:

- Detail-oriented and self-starter
- Creativity skills and imaginative contributions for programs, events and workshops
- Strong organizational skills; flexibility
- Manage multiple tasks accurately and with consistency
- Excellent oral, telephonic and written communication skills in the English language
- Excellent social and interpersonal skills
- Maintains valid driver's license
- Ability to sit for extended periods of time
- Ability to assist with fieldwork
- Computer and office equipment skills

WAGES: Starting wage \$36,000/year , commensurate with experience, 40 hours/week

BENEFITS: Paid time off including annual leave, sick leave, and holidays; \$150/month health insurance stipend, eligible to enroll in MERS for retirement with employer match

Position subject to: 6 Month Probationary Period, first evaluated at 90 days

HOW TO APPLY: Email cover letter, resume, and 3 references to:

Ashley Reitter, District Manager, schoolcraftcd@macd.org

Applications due by 4:00 PM on February 13, 2023 .

Position will remain open until filled.

This description is intended to serve as a guide for the position of Communications and Administrative Coordinator and describes the general nature and level of work expected of this position. It is not to be considered inclusive of all job responsibilities.

The Schoolcraft Conservation District is committed to diversity, equity, and inclusivity. Hiring decisions are not based on race, faith, sexual orientation, or gender.