

Heart of the Lakes: Outreach Coordinator

Overview: Heart of the Lakes, Michigan's state association of land conservancies and their friends, is a non-profit conservation organization headquartered in Bay City, and is currently seeking a 24-32 hour/week Outreach Coordinator. The Outreach Coordinator, under the supervision of the Executive Director, will be responsible for the communications and engagement activities within the organization. Duties include, but are not limited to, social and digital media, website, donor and sponsorship development, as well as event planning and staffing.

We're looking for someone who brings social media know-how, writing skills, or graphic design experience. If you have all of these skills, you're probably a unicorn and we'd definitely like to meet you. This position will provide the applicant with an opportunity to gain experience in non-profit operations, with opportunities for special projects, depending on the applicant's skills.

If you're looking for a ho-hum job where you sit at a cubicle from 9-5, hover over your keyboard, and only do a couple of repetitive things, this is NOT the job for you. We're a small nonprofit with a big mission looking to add brainpower and creativity to support our work. No one on our small team will ever do just one thing, and you'll be expected to really learn about the organizations we represent.

The ideal candidate for this job is creative, personable, proactive, and possesses strong digital communication skills. Applicants should be well-organized and have experience in communications, advocacy and/or fundraising. Applicants should be comfortable working independently, reaching out to partners and supporters across state as well as engaging with government agencies and legislators alike.

Hours of Work: On average, 24-32 hours per week, with flexible scheduling that includes some nights and weekends. There is potential for increased hours, but a full time position cannot be guaranteed at this time.

Responsibilities: In addition to some traditional office tasks, the coordinator will plan and execute communications and appropriate outreach efforts, including electronic newsletters, social media and website maintenance, creating and delivering media releases, writing direct mail appeals, and providing key physical support for professional and philanthropic events.

Communication

- Coordinate the development and dissemination of effective communication, outreach, and marketing plans and materials.
- Under the guidance of the Executive Director, play an active role in meeting outreach goals identified in the organization's strategic plan.
- Manage the development, distribution, and maintenance of all print and electronic communications, including newsletter, website, eNews, social media, and press releases.
- Coordinate social media and website maintenance to ensure new and consistent information is posted and updated regularly.
- Create and deliver press releases and media relations content; manage all media contacts

Philanthropy

- Assist the Executive Director with fundraising initiatives such as the annual appeal, membership renewals, special appeals, major donor meetings, and other giving programs.
- Strengthen and maintain the donor database, including managing members, campaigns, acknowledgements, and reports.
- Process donations and oversee donor acknowledgment process to ensure timely, accurate, and appropriate response to donations.
- Assist the Executive Director in developing and executing a diversified annual fundraising plan.
- Identify, steward, and assist in soliciting corporate sponsors for programs and events.
- Assist with the planning and implementation of recognition and cultivation events for donors.
- Assist with researching funding opportunities and writing grant proposals.

Advocacy

- Work with the executive director in managing key state and regional public policy issues.
- Work with the executive director and board in monitoring and engaging in legislative efforts.

Additional Duties

- Assist the Board and Executive Director with other projects and duties as assigned.
- Provide staff support to related board of director's committees.
- Provide leadership at staff and board meetings as needed.

Required Qualifications

1. Appreciation for Michigan's outdoors and strong written and verbal communication skills
2. Proficient with technology, including some or all of the following: Google Apps, Microsoft Office, and cloud based computing such as Dropbox, Trello, Vertical Response, and Salesforce
3. Proficient with various forms of social media, including Facebook, Twitter, and Instagram
4. Self-starter, able to operate daily with minimal supervision

Preferred Qualifications

1. Experience with Adobe Creative Suite, including InDesign, Photoshop and Illustrator
2. Blogging experience
3. Experience in the non-profit sector

Compensation: The Outreach Coordinator is a part time FLSA non-exempt position with a salary range of \$15-\$18/hour commensurate with experience. A health benefits and retirement savings package is negotiable as part of the hiring process. Tele-commute arrangements will also be considered, however the successful candidate will be expected to maintain a minimum number of hours in the office per month.

To Apply: Please email your application, including a resume and cover letter stating your suitability for this position to info@heartofthelakes.org with the subject line "Outreach Coordinator." Applications will be considered on a rolling basis. No calls or postal mail please. Respondents may be asked to provide a writing sample and examples of social media accounts they manage.