



Leelanau Conservancy Position Description- Outreach Associate

Contract, 16-20 hours per week

Desired timeframe: March 18th- Sept 30th.

Compensation: \$16/per hour

Relationships: The Outreach Associate reports to the Communications Manager and works closely with Leelanau Conservancy Staff, including the Senior Writer & Donor Loyalty Specialist and the Membership Coordinator.

Duties and Responsibilities:

Events (50%): One of the primary responsibilities of the Outreach Associate is helping to plan, advertise, and execute our many outreach events. A main duty will be to act as a lead coordinator of our signature summer outreach event, with upwards of 500 attendees. This role involves coordinating with vendors, committee members, staff, and volunteers to ensure a smooth and successful event that will engage our target audiences and leave them feeling connected and inspired. The Outreach Associate:

- Coordinates with contractors and vendors (caterer, musician, tenting company, etc.) to ensure smooth event management
- Manages ticketing and sign-up process for events via Wufoo and MyNorth Tickets and fields questions from the public
- Acts as event coordinator on day of signature event
- Produces timeline of events for signature event
- Helps coordinate set-up and tear-down and navigates any challenges or changes that occur day-of

Communications (30%): The Outreach Associate will help to create and manage marketing content for events, including The signature summer outreach event, Earth Week, hikes, workbees, as well as other events as assigned.

- As assigned by the Communications Manager, the Outreach Associate will create and/or coordinate the production of event marketing materials including invites, press releases, signage, flyers, social media, website posts, etc.
- Responsible for ensuring quality photography at events
- Helps to manage and organize our photo database
- Assists with other communications-related tasks as assigned.

Volunteers (20%): The Outreach Associate will recruit and coordinate volunteers to help with our signature summer outreach event, as well as other Conservancy outreach events. The Outreach Associate will interact with many of our 300+ volunteers to maintain positive relationships and assist in meeting

setup and event scheduling. These volunteers include photographers, docents, trail stewards, and committee members. The Outreach Associate:

- Assigns volunteer tasks to interested volunteers for day-of events
- Coordinates volunteer recognition for event volunteers
- Tracks volunteer time in CRM database (Little Green Light)
- Acts as volunteer supervisor at events
- Writes and edits digital and print content for volunteer program and outreach programming as assigned
- Ensures compliance with Leelanau Conservancy policies and procedures, and external (donor/legal/IRS) requirements
- Other duties as assigned

Desired Qualities:

The ideal candidate will have strong attention to detail, and will be highly organized and deadline-oriented. They will have experience helping to plan large events. They will be an innovative and creative team player, as well as a strong communicator with a knack for marketing and an eye for event design. They will have a passion for Leelanau County and the Conservancy's mission to protect its land, water, and scenic character.

Experience in photography and/or graphic design is a plus but not required.

This position is based out of our Leland, MI office and offers a flexible schedule, 16-20 hours per week, including some evenings and weekends to manage and attend events. **To apply, please send resume and cover letter to cwood@leelanauconservancy.org by March 1st.**