



LEELANAU CONSERVANCY POSITION DESCRIPTION
CREATIVE MEDIA SPECIALIST
FULL-TIME EXEMPT EMPLOYEE

The Creative Media Specialist is a collaborative member of the team, bringing their expertise in graphic design, photography, videography, and digital media to support our mission-driven organization.

RELATIONSHIPS

1. Reports directly to the Communications Director.
2. Works closely with the Communications Specialist, Development Director and fund development team.
3. Works cooperatively and collaboratively with Conservancy staff and Conservancy members, as well as partner organizations, agencies and businesses.

RESPONSIBILITIES

Graphic Design

1. Ensure all creative assets align with the style guide and maintain a cohesive and streamlined brand look and feel across departments, create design of email templates, letterhead, postcards, presentations, etc. including the Conservation Easement Newsletter, Annual Appeal letters, Volunteer Newsletters, Donor invitations, event invitations and flyers, neighbor mailings, and other print and digital collateral.
2. Design comprehensive kiosk and signage suite and manage rollout for our 29 natural areas and preserves, coordinating with stewardship staff; make updates annually and manage new natural area signage design.
3. With stewardship staff, manage and create design of wayfinding/interpretive signage/seasonal signage templates for natural areas.
4. Create map templates to better integrate with our brand, also regularly updating trail maps as well as the creation and updating of project map.

5. Manage and design Natural Area Guide revision every 2-3 years.
6. Design 2 newsletters and 1 annual report every year.
7. Design Field Guides, Project Sheets, and Brochures annually.
8. Develop fundraising materials in coordination with the Fund Development team.
9. Design swag and promotional gear, coordinating with office manager to keep store and inventory updated.
10. Create flyers, social media posts, website headers, ads, etc for digital and print media regularly and for multichannel engagement campaigns like Earth Week and Fall for Leelanau.
11. Coordinate with printer, sign fabricators, and other vendors to manage production process.

Photography and videography

1. Create short and long form video, including reels for social media and short documentaries.
2. Manage photo storage and CMS organization system.
3. Coordinate with contract and volunteer photographers and videographers.
4. Coordinate with land protection staff to take photo, video and drone footage of potential new natural areas as needed.
5. Go in the field with stewardship staff to get photos of current projects.
6. Go in the field with Communications Specialist to get photos of interviews.
7. Take photos at events.

Web design

1. Conduct periodic website audits, identifying pages that need to be updated with fresh information and images.
2. Manage all website maintenance updates.
3. Conduct audit of website accessibility, including adding image descriptions and recommending other updates based on best practices.
4. Manage next website redesign, coordinating process with agency partners.
5. Create an online store to sell Conservancy swag.
6. Manage SEO and keyword research.

Key Competencies and Soft Skills

1. Strong organizational and time-management skills, with exceptional attention to detail and the ability to manage multiple projects simultaneously.
2. Effective communicator and collaborator, comfortable working with cross-functional teams to achieve shared goals.

3. Problem-solving mindset, with flexibility to adapt to changing project needs and creative challenges.

Technology Proficiency

1. Familiarity with project management tools (e.g., Microsoft Planner, Trello) and media storage solutions to ensure seamless collaboration and version control.
2. Experience using SEO and analytics tools (Google Analytics) to monitor and optimize content performance.
3. Proficient in Adobe InDesign, Illustrator, and Canva, Photo editing tools Adobe Lightroom and Photoshop.

Content Strategy and Social Media Experience

1. Proven ability to develop content strategies for social media platforms, including content creation and analytics tracking for Facebook, Instagram, and LinkedIn.
2. Understanding of digital and print media best practices, especially within nonprofit or conservation contexts.

Digital Accessibility

1. Experience with digital accessibility standards and accessibility tools, ensuring that all content is inclusive and ADA-compliant.
2. Knowledge of ADA compliance for web and digital design, with a commitment to creating accessible media.

Project and Campaign Management

1. Experience in media campaign coordination and project management, with a track record of successfully managing multi-channel media projects with different stakeholders.
2. Strong organizational skills with the ability to track timelines, manage deliverables, and ensure consistent brand voice across all media assets.

Cross-Functional Collaboration

1. Comfortable working closely with different departments, including stewardship, communications, and land protection, to create cohesive design assets that reflect our mission.
2. Participates in or leads creative brainstorming sessions to align on project goals and deliverables.

Measuring and Reporting Results

1. Ability to measure engagement on digital channels and report on the impact of creative assets, including metrics such as conversions, reach, click-through rates, and social media engagement.
2. Experience analyzing data to refine content strategy and optimize the impact of visual and digital media.

Physical or Field Requirements

1. Comfortable working in outdoor environments, with the ability to hike in natural areas and carry photography or videography equipment as needed.

Values and Mission Alignment

1. Awareness of and engagement in conservation, sustainability, and community impact, with a strong commitment to aligning creative work with the organization's mission and values.

REQUIREMENTS

- 3-5 years of creative work including graphic design and photo/video experience for a related business or nonprofit, or equivalent experience
- Associate's or Bachelor's Degree in Graphic Design or related degree or equivalent experience
- Familiarity with nonprofits or conservation work a plus
- Expertise with Wordpress and HTML, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop and Lightroom, and Canva
- Valid Michigan Driver's License

LOCATION

This hybrid position is based in Leland, Michigan, with the option of remote work a few days a week. Some travel around Leelanau County is required.

COMPENSATION

The salary range for this position is \$50,000 to \$65,000, based on qualifications and experience. Benefits include medical, dental, vision, HSA, 403b, vacation and sick leave.

APPLICATION

To be considered for this opportunity, please send your cover letter, resume, and work samples to ssadowski@leelanauconservancy.org. Work samples should include examples of comprehensive graphic design suite for a project, including social media and print items, plus a sample of photo or video work. References will be requested for final candidates. For full consideration, apply by January 31, 2025.

The Leelanau Conservancy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

ABOUT THE LEELANAU CONSERVANCY: We are one of the nation's top land trusts. Our mission is to conserve the land, water and scenic character of Leelanau County, Michigan. In our 36-year history, we have conserved more than 18,000 acres, including 28 natural areas and preserves, over 200 permanent conservation easements and 537 miles of streams and shoreline.