



Michigan Nature Association

Protecting Michigan's natural heritage since 1952

2310 Science Parkway, Suite 100
Okemos, MI 48864
866.223.2231

COMMUNICATIONS AND EVENTS COORDINATOR

Position Summary:

The Michigan Nature Association (MNA) seeks a dynamic and cause-oriented Communications and Events Coordinator who will play a central role in our efforts to raise awareness about the importance of protecting Michigan's natural heritage.

Founded in 1952, MNA is a membership based nonprofit and Michigan's oldest land conservancy. MNA works to protect rare, threatened and endangered species; imperiled natural communities; and unique geologic features. Our members and volunteers have built a statewide network of more than 170 nature sanctuaries that stretch from the Indiana and Ohio borders to the tip of the Keweenaw Peninsula. The Communications and Events Coordinator will work out of MNA headquarters in Okemos, Michigan (Lansing area) with opportunities to travel around the state.

Responsibilities:

The Communications and Events Coordinator works closely with senior management to develop an effective multi-channel statewide communications strategy and conduct year-round events that support MNA's conservation, education and fundraising goals. Specific duties include:

- Produce *Michigan Nature* magazine, managing all aspects of the production of a high-visibility statewide publication, as well as other major publications such as MNA's annual report, guidebooks and various educational materials
- Maintain MNA's website, social media platforms and bi-weekly e-news emails
- Manage MNA's branding and public awareness campaigns, including periodic public radio underwriting and major-market newspaper supplements
- Serve as Race Director for the Race for Michigan Nature, a series of six 5K and Family Fun Runs held around the state, managing all aspects including planning, logistics, promotion and day of race oversight
- Coordinate annual and special events and assist in other community outreach efforts
- Support direct mail communications with MNA's volunteers, members and donors
- Develop various promotional materials and merchandise, including T-shirts and other apparel
- Recruit and manage interns and volunteers
- Oversee the work of contractors, vendors
- Perform other duties as assigned

Minimum Qualifications:

- Bachelor's degree in marketing and communication or the equivalent combination of education and experience;
- Excellent written and oral communication skills;
- Demonstrated graphic design skills and high proficiency in Adobe Indesign and Adobe Creative Suite;
- Experience in website design and social media platforms, including content management;
- Experience coordinating major events like annual meetings, fundraising auctions, or the equivalent;
- Disciplined self-starter with demonstrated project management capabilities, including successfully balancing multiple projects and deadlines;
- Ability to work independently and as part of a team;
- Meticulous attention to detail with strong organizing skills;
- Familiarity with the principles of nonprofit fundraising;
- Knowledge of and commitment to MNA's mission; and
- Proficiency in with Word, Excel, PowerPoint, and other general business software programs.

Desired Qualifications:

- One to three years of in communications or marketing field desired
- Experience in photography and video editing and production;
- Experience working with interns and volunteers, excellent people skills;
- Experience with list development and databases like DonorPerfect; and
- Background in conservation and natural resources

Compensation/Other:

This is a full time position with some evening and weekend work required. Salary will be commensurate with education and experience. Position offers health insurance benefits (with certain co-pays), life insurance, disability insurance, paid vacation, and a 403(b) savings plan.

To Apply:

Resumes and supporting materials accepted until January 13, 2019 or position is filled. Please send cover letter including salary requirements, resume, at least one relevant writing sample, and at least three professional references to Paul Steiner, Operations Director, via email to psteiner@michigannature.org or by mail to Operations Director, Michigan Nature Association, 2310 Science Parkway, Okemos, MI 48864.

The Michigan Nature Association is an Equal Opportunity Employer committed to workplace diversity.