

LEELANAU CONSERVANCY POSITION DESCRIPTION

Communications Specialist Full Time Non-Exempt Employee

The Communications Specialist has responsibility for creating written and visual content and telling the story of the Leelanau Conservancy. The position ensures that timely, relevant stories, photos and videos relating directly to the mission of the Leelanau Conservancy are consistently produced and are available for our multichannel communication approach.

As a member of the two-person Communications team, the Communications Specialist works collaboratively with and under direction of the Communications Director to maintain the high affinity of the Leelanau Conservancy brand by creating personal, human-centered stories and beautiful high-impact visuals. The Communications Specialist also coordinates the production of the spring and fall newsletters and the annual report, and helps create weekly emails and daily social media posts.

RELATIONSHIPS

1. Reports directly to the Communications Director.
2. Works closely with the 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

Communications Specialist

1. Works collaboratively to execute the Leelanau Conservancy Strategic Communications Plan and Integrated Calendar.
2. Serves as Conservancy storyteller: creates compelling content for our audiences, including writing short, medium and long form stories about land protection projects, stewardship and natural area updates, events, and member profiles and testimonials.
3. Coordinates and writes for three annual print newsletters: under oversight of the Communications Director, facilitates production and coordinates with other staff, designer, and printer for our summer and fall newsletters and annual report.

4. Provides content for social media, website, email blasts, and press releases, including photos and video; works closely with the Communications Director to coordinate all sharing.
5. Assists the Communications Director with media inquiries and press releases.
6. Assists in managing the editorial calendar and integrated fund development and communications calendar.
7. Monitors social channels for fundraisers, and with the Communications Director, monitors and responds to social media comments/messages.
8. In coordination with the Communications Director and web developers, provides content and edits website, keeping site fresh and up to date.
9. Assists with photo storage and digital asset management (Flickr).
10. Assists with signage updates, including ordering and content creation.
11. Assists with writing, planning, and photo/video for other marketing and communications-related projects including Conservancy gear, events, Earth Week, and business partnerships.
12. Coordinates with partner organizations and businesses as assigned; helps to manage marketing agreement requests from business partners.
13. Participates in the Outreach Committee and Fund Development and Communications team Meetings.
14. Other duties as assigned.

Organizational Responsibilities

- Become familiar with all aspects of Leelanau Conservancy programs representing Conservancy programs to the public.
- Such other responsibilities as the Communications Director may assign from time to time.

Minimum Requirements

- Bachelor's degree in Journalism, English, Communications, Advertising or related field
- 2 years of experience in a related field
- Experience working in journalism or in the non-profit or in the conservation/environmental field is preferred

CORE COMPETENCIES

- Expertly expresses messages verbally and in writing.
- Well-versed in the systems and resources utilized by the team in order to execute assigned tasks, including Microsoft Office Suite, Google for Business, Wordpress, Mailchimp, Social Media (Facebook, Twitter, Instagram, Buffer), Flickr, and Trello
- Ability to distill complex scientific and legal information into compelling, digestible content.
- Maintains positive working relationships; actively listens to others and fosters open exchange of issues.
- Understands team member roles and values the contribution of others.

- Refers difficult questions and unusual problems to supervisor.
- Provides information in a timely manner and willingly shares knowledge with others.
- Flexible to changing circumstances.
- Takes innovative approaches towards work and problem-solving.
- Takes calculated risks and makes dependable decisions in the face of uncertainty.
- Contributes to productive partnerships inside and outside of the organization.
- Seeks coaching on areas needing improvement, adjusts behavior/performance as needed and views errors as learning opportunities.
- Understands the Conservancy's mission, values and strategy, and how the role contributes to overall strategy.
- Produces results and focuses on priorities.
- Strives for excellence and is dependable and accountable for results.
- Persistent in the face of obstacles and meets deadlines.
- Demonstrates sensitivity in handling confidential information.
- Willing to work flexible hours, including evening and some weekends, as needed.