

## Benzie Conservation District

### *Communications and Administrative Coordinator* Position Description

#### Organization Background:

The Benzie Conservation District (BCD) is a local unit of government, IRS 170(c)(1), and has been serving Benzie County through stewardship of natural resources for over 75 years. Historically, the District is funded by several sources - state, federal, and county grants, seedling sales, and generous donations. Benzie County residents provide funding through their support a millage specific to the District, the most recent of which passed August 2, 2022.

#### Position Objective:

The position of *Communications and Administrative Coordinator* is an exciting opportunity to play a key role in community engagement on the behalf of this organization. The person acting as *Communications and Administrative Coordinator* primarily coordinates outreach, marketing, and environmental education. They also support the BCD's Executive Director and staff with administrative tasks when necessary. This employee serves the District by implementing programming, and by supporting the BCD's mission through varying methods of promotion including social media and website management, written and verbal public relations, and in-person efforts. They will maintain strong relationships with the public and other organizations.

#### Relationships:

The *Communications and Administrative Coordinator* reports directly to the BCD Executive Director. Annual goals, outreach projects, and expenditures are coordinated with the Executive Director. This person will work closely with other District staff to coordinate and promote events.

#### Essential Functions:

60%

- Ensures timely, relevant stories, photos and media posts relating directly to the mission of the BCD are consistently produced and are available for multiple communications approaches.
- Graphic design and production of seasonal newsletters, seedling catalogs, the annual report, strategic plan and other print publications including guidebooks, flyers, posters, info-sheets, postcards, signage, swag, and so on.
- Creates compelling written and visual content for social media, website, email blasts, and press releases, which includes text, photos and video.
- Supports the coordination of events, programming and workshops, in-person and virtually.

- Provides general support for BCD fundraising efforts.
- Represents the District in a professional and supportive manner in the office and at all functions sponsored by the District.
- Supports BCD staff in developing and presenting environmental education to varying demographics.

30%

- Vendor liaison: is responsible for researching costs/vendors for regular products and specialty items; tracking, ordering, and stocking all office needs and supplies.
- Processes all incoming orders, from in-house or online orders.
- Records minutes at all board meetings and staff meetings.
- Maintains calendars of events and staff schedules (online, print, and in-house).
- Attends local and regional organization and/or agency meetings representing the BCD, as assigned.
- Prepares and submits monthly activity report.
- Assists public, both walk-ins and phone inquiries, making referrals to other staff or appropriate agencies where necessary.
- Occasionally assists staff with field work, as needed.

10%

- Contribute to keeping office space clean and inviting to the public.
- Other duties as assigned by Executive Director.

#### Educational Qualifications of the Ideal Candidate:

Bachelor's degree in communications, environmental science, or humanities.

Consideration will also be given to candidates who have a degree in marketing and experience working in the environmental field. Exceptions may be considered for those candidates who are working toward a Bachelor's degree, or have an associate's degree in the natural resources field.

#### Preferred Experience:

Two years of work experience or related education demonstrating proficiency in the following skills: community outreach, graphic design, and environmental education.

- Computer software: Microsoft Office Suite, Adobe Creative Suite, Google for Business, Weebly, Mail Chimp, Canva, social media (Facebook, Twitter, Instagram), and POS systems (Square and PayPal).

- Has general knowledge of natural resources/agriculture, watershed stewardship, and wildlife and ecology principles and policies.

Abilities:

- Detail-oriented and self-starter
- Creativity skills and imaginative contributions for programs, events and workshops
- Strong organizational skills; flexibility
- Manage multiple tasks accurately and with consistency
- Excellent oral, telephonic and written communication skills in the English language
- Excellent social and interpersonal skills
- Maintains valid driver's license
- Ability to sit for extended periods of time
- Ability to assist with fieldwork
- Computer and office machinery skills

WAGES: \$18.50 to \$21 an hour, commensurate with experience, 32-40 hours/wk

BENEFITS: Health stipend, paid time off, employer contribution to retirement fund, flexible work environment

**HOW TO APPLY: Email cover letter, resume, and 3 references to:**

**Tad Peacock, Executive Director, [benziecd@benziecd.org](mailto:benziecd@benziecd.org)**

The BCD will begin reviewing applications August 18, 2022.  
Position will remain open until filled.

*This description is intended to serve as a guide for the position of Communications and Administrative Coordinator and describes the general nature and level of work expected of this position. It is not to be considered inclusive of all job responsibilities.*

*The Benzie Conservation District is committed to diversity, equity, and inclusivity. Hiring decisions are not based on race, faith, sexual orientation, or gender.*

