

Huron Pines AmeriCorps

Developing leaders in conservation since 2007



Huron Pines Huron Pines AmeriCorps Position Description

POSITION TITLE: Communications and Events Coordinator
PRIMARY SERVICE LOCATION: Gaylord, MI
RESPONSIBLE TO: Colby Chilcote, Marketing Director

Huron Pines is a nonprofit organization focused on the protection, restoration and conservation of Michigan's natural resources. By conserving the forests, lakes and streams of Northeast Michigan, we protect the Great Lakes and improve economic, environmental, educational and recreational opportunities in communities throughout our region. We understand that the connections between land, water and people are what make this region special. At the core of all of our work is a goal to instill a conservation ethic in the people and places we serve to build vibrant, sustainable communities rich with protected natural resources.

We are looking for a Huron Pines AmeriCorps member to help us advance our work by engaging with the community to connect health and wellness and natural resource protection. The role will connect people to conservation and health and wellness through recreational and stewardship events, to help them develop an appreciation for natural resources that will lead them to be advocates for the care and protection of these resources in the future. The position will be public facing, and will require coordination with community partners, as well as event planning and promotion. The position will also include writing, design and communications support for other Huron Pines programs across online and offline channels. We are looking for someone who is creative, detail-oriented and has excellent communication skills (both written and verbal). Design skills are not required but would be very helpful for the role.

SCOPE AND PURPOSE OF SERVICE:

This position requires a 10-month commitment. The Communications and Events Coordinator will play a vital role in helping Huron Pines to encourage people to engage and connect with nature through in-person events (primarily in Gaylord and Grayling) and through on and offline communications channels. The member will serve out of the Huron Pines office in Gaylord and will coordinate closely with Huron Pines staff, local partners and community leaders to design, organize and lead a series of events to build connections and raise awareness for the important ties between natural resource stewardship, outdoor recreation and health and wellness benefits. We are seeking someone to initiate, implement and participate in conservation-based volunteer events and health and wellness projects as well as develop and foster partnership opportunities. This opportunity balances a variety of tasks ranging from public speaking, creative writing and design, volunteer recruitment and management, on-the-ground technical tasks and motivating community members to attend events and engage in environmental stewardship and wellness activities. The member will meet and interact with a variety of stakeholders including

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conservation professionals, health and wellness providers and the general public. In addition to the event planning and partnership development elements of this position, the member will also be responsible for collaborating with the Marketing Director on external communications such as newsletter, newspaper and specialty publication articles, online blogs, website and social media content, event press releases and other externally facing materials for a range of Huron Pines projects and events.

Experience working with the public and a social science, English and/or communications background is preferred; on-site training will also be provided. The program offers opportunities to develop creative approaches for involving the public, crafting messaging, promoting volunteerism, designing and supporting research, and increasing information exchange across the Great Lakes region. This position requires some travel. Service locations include office space at Huron Pines, field sites, health and wellness facilities, community gathering spaces and public buildings.

POSITION DUTIES AND RESPONSIBILITIES:

Marketing and Communications

- Oversee the development and circulation of written communications (internal and external) for Huron Pines programs and projects (ex. drafting press releases, producing email newsletters, etc.)
- Manage social media accounts
- Produce email newsletters
- Organize regular community events - responsibilities include event oversight and logistics, designing marketing and promotional materials (invitations, flyers, social graphics)

Health, Wellness and Recreation Events

- Organize and implement 1 event series to raise awareness and increase connection of local communities and residents to the health and wellness benefits of natural resources and outdoor recreation
- Collaborate to develop, design and promote a public message/service campaign to share information on natural resource stewardship and health and wellness benefits
- Develop a framework and tools for evaluating effectiveness and impact of community events (specifically the health and wellness event series)
- Identify and recruit at least 2 new outreach and/or partnership avenues for expanding health and wellness connected projects and events
- Serve as a member of the Huron Pines Community Engagement Team

PROGRAM REQUIREMENTS:

- Prepare and submit 2-week schedules, timesheets and mileage reimbursement forms
- Conduct at least 2 presentations to community groups about Huron Pines AmeriCorps

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- Engage at least 30 volunteers in conservation activities
- Submit 4 “Great Stories”
- Provide regular project updates and photos for the website
- Represent yourself as a Huron Pines AmeriCorps member at all times
- Attend required trainings provided by the AmeriCorps Coordinator

QUALIFICATIONS:

- ✓ Bachelor’s Degree, preferred degrees include communications, marketing, english, social sciences, human dimensions
- ✓ Computer efficiency (typing, email, word processing, excel)
- ✓ Proficiency with Adobe design software (InDesign, Photoshop, Illustrator) preferred but not required
- ✓ Ability to pass a background check*
- ✓ U.S. citizen, national, or lawful permanent resident alien
- ✓ Commitment to conserving the forests, lakes and streams of Northeast Michigan
- ✓ **This position requires a writing sample to be submitted with the application.** Please include a short (200-300 word) blog post using the following prompt and include one sample Facebook post and one sample Twitter post that you would use to promote the post. Prompt: Huron Pines is launching an event series of weekly family bike rides along the Hartwick Pines State Park bike path. Write a blog post that touches on the connection between health, wellness and outdoor recreation to promote the series.

On occasion, service will be required at an off-site location. Use of a personal vehicle may be required to perform duties (mileage will be reimbursed). This is a 40 hour per week position and runs from January 14-November 15, 2019. Benefits include \$13,732 living stipend, health insurance, \$6,095 education award and student loan deferment.

Applications and directions are available at www.huronpines.org/amicorps and will be accepted until September 28, 2018.

Reasonable accommodations: If you need to make a request for a reasonable accommodation, due to a disability, such as obtain materials in a format that works for you or to fully participate in the application process, please contact Sarah Topp, AmeriCorps Coordinator at (989) 448-2293 x30 or sarah@huronpines.org.

*Registered sex offenders are not eligible for AmeriCorps positions.

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