



## Position Description: Communications Associate

**Location:** This position is based in Alpena, MI with work taking place across the entire region of the Northeast Lower Peninsula and occasional state-wide travel.

**Reports To:** Marketing Director

**About Huron Pines:** Huron Pines is a nonprofit organization established in 1973 to conserve and restore Northern Michigan’s natural resources to ensure healthy water, protected places and vibrant communities. Our work across 4.5 million acres of forests, lakes, streams and coastlines improves environmental, educational, recreational and economic opportunities in communities throughout our region. Our goal is to protect land, water and wildlife while instilling a conservation ethic in the people and places we serve.

Through active leadership, project management and strategic partnerships at the federal, state and local level, Huron Pines influences strategy and vision for the future of conservation in Michigan while also executing on-the-ground projects with an immediate impact on environmental quality.

**Position Summary:** Huron Pines is seeking a self-motivated individual with excellent communication skills. The ideal candidate will have experience writing press releases, social media posts, blog posts and email newsletters as well as experience managing events, communications calendars and marketing campaigns. The Communications Associate will develop content across multiple communications channels to raise awareness for Huron Pines, increase supporter engagement and inspire action. The Communications Associate will develop and execute communications and marketing strategies in print and on the web to reach donors, volunteers, funders and partners across Michigan. The position will also support fundraising and development efforts. The Communications Associate is expected to be engaged and active within the community and the region, building relationships and partnerships that promote Huron Pines and our mission.

### POSITION DUTIES AND RESPONSIBILITIES:

<p><b>Communications</b> Follow brand guidelines and editorial standards to execute consistent, compelling communications and marketing materials</p> <p>Manage the brand presence across channels including, but not limited to, social media, email marketing and the Huron Pines website with a precise attention to detail and a keen understanding of the Huron Pines brand and voice</p> <p>Support copywriting needs for projects like annual reports, seasonal campaigns and direct mail pieces</p> <p>Conduct partner and supporter interviews</p>	<p><b>60%</b></p>
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<p>Promote Huron Pines events by writing and designing promotional materials for social media, email and print</p> <p>Engage with partners and supporters on and offline through email, phone and in-person events</p>	
<p><b>Development</b>          Assist with customized communications for donors and corporate sponsors</p> <p>Assist with letters for seasonal appeal campaigns</p> <p>Assist with copywriting for online appeal campaigns</p> <p>Assist with fundraising reports, grant writing and donor outreach</p>	<p><b>20%</b></p>
<p><b>Visual Creative</b>          Support basic graphic design needs for social media posts and event flyers</p> <p>Responsible for some event and project photography</p>	<p><b>10%</b></p>
<p><b>Administrative</b>          Track monthly social media and communication metrics</p> <p>Support database updates and mailing list creation</p>	<p><b>10%</b></p>

**QUALIFICATIONS:**

- A minimum of 1-3 years experience in the field of marketing or communications
- Bachelor’s degree in English, journalism, marketing or a related field
- Excellent verbal and written communication skills
- Capacity to understand complex concepts and translate scientific information into easy to understand marketing/outreach materials
- Attention to detail
- Ability to organize information and analyze results
- Experience proofreading and editing copy
- Demonstrated knowledge of multiple communication platforms
- Ability to work independently and in a team setting
- Demonstrated ability to handle multiple tasks and prioritize workload
- Commitment to the mission and goals of Huron Pines with a passion for natural resource protection and a love of Northern Michigan

This position will be located in a new office Huron Pines is establishing in Alpena and will have full access to the organization’s administrative, programmatic and management resources. Communication and resource sharing will require the use of technology such as video conferencing and collaboration via online



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documents. This position will be expected to become proficient in the use of these tools and resources.

On occasion this position requires work to be conducted off site, on weekends/evenings, and may involve all weather activity. A valid driver's license is needed and use of a personal vehicle may be required to perform duties. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.

Huron Pines is an at-will employer and this is a full-time, exempt position with benefits provided and a competitive salary based on experience. Detailed conditions of employment and employee benefits are discussed in the Huron Pines Employee Handbook.

**Applications are due by November 8, 2019.** Interviews with top candidates will be conducted in November 2019. Huron Pines anticipates this position to start in January 2020.

**To apply, please send an email indicating the position you are applying for, along with a cover letter, resume and three references in PDF format to Jennie Zoll, Director of Finance and Administration at [jennie@huronpines.org](mailto:jennie@huronpines.org).**