



# Help Wanted - Outreach Coordinator



Mecosta Conservation District and the North Country Cooperative Invasive Species Management Area (NCCISMA) are looking for an Outreach Coordinator to promote invasive species awareness and management in a six county area of Michigan, including Lake, Mason, Mecosta, Missaukee, Osceola, and Wexford.

## Duties and Responsibilities:

- Schedule, plan, and lead a variety of indoor and outdoor outreach events, including securing venues, coordinating partner collaboration, obtaining all needed permissions, recruiting/leading groups of volunteers, and advertising/promoting of events
- Produce short educational videos on herbicide safety and proper invasive species control techniques; role includes team leadership in video design, script writing, directing, editing, YouTube posting, and promotion
- Participate in partner events by setting up and manning NCCISMA booth, giving presentations, and distributing NCCISMA educational materials
- Develop or adopt outreach publications, such as signs, posters, brochures, trail guides, and activity sheets, for a variety of audiences and age groups; obtain quotes and arrange for printing of such publications
- Update and maintain NCCISMA webpage, e-newsletter, and social media presence
- Write and distribute press releases to highlight NCCISMA accomplishments and promote upcoming events
- Administrative duties include taking meeting minutes and managing NCCISMA's shared photo files, partner database, and qualified contractors list
- Assist Program Coordinator with grant writing and reporting, developing annual report, and planning, promoting, and putting on public training events and Annual Partner Work meeting
- Ensure that outreach materials are distributed throughout the six counties of NCCISMA, and that appropriate materials reach their intended audience

## Eligibility Requirements:

- 2-5 years experience in public relations, marketing, communication, commercial art, or a related field
- Bachelors degree preferred
- Must have basic understanding of the fundamental elements of design, and know how to use them in marketing
- Must be proficient in the use of Microsoft Office Suite programs, and converting to print publication formatting in PDF
- Strong written and verbal skills needed, including knowledge of proper English grammar, and comfort with phone communication
- Experience in video production preferred
- Experience using Adobe Premier Elements, or similar software, a plus
- Must hold a valid driver's license, have a good driving record, and a reliable vehicle
- Must be reliable, and have history of a strong work ethic

## **Terms and Benefits:**

- Pay Rate: \$15 - \$17 per hour, commensurate with experience
- This is a full-time position - 40 hours per week
- Duty location in Cadillac
- This is a grant funded position, with current funding in-place through September 2021; NCCISMA intends this to be a long-term position, and will be pursuing funding to this effect
- Use of personal vehicle is required for most business travel, with mileage reimbursed at the federal rate
- Paid federal holidays, vacation, and sick leave

## **Other Considerations:**

- Must be a creative thinker with the confidence to share ideas
- Keen attention to detail is essential
- Must be an enthusiastic self-starter, and show initiative to take ownership of projects
- Must be comfortable speaking to the public, including all age groups and demographics
- Work is generally during normal business hours, but employee must be able to work flexible hours on evenings and weekends, as needed, to attend events
- Use of personal smartphone may be required
- All work shall be completed in coordination with, and under the direction of, NCCISMA's Program Coordinator
- Passion for nature and the outdoors is a plus

## **To apply:**

Submit a cover letter, resume, a copy of college transcripts, at least one sample of an outreach material you have designed, and 3 references to Vicki Sawicki, NCCISMA Program Coordinator, at [vicki.sawicki@macd.org](mailto:vicki.sawicki@macd.org). Please combine all documents into one PDF file for review, and state Outreach Coordinator in subject line of email. Contact NCCISMA with any questions at 231-429-5072.

**Please submit your application materials not later than  
midnight on Sunday, March 8, 2020**

Learn more about - NCCISMA: [NorthCountryInvasives.org](http://NorthCountryInvasives.org)  
Mecosta Conservation District: [MecostaCD.org](http://MecostaCD.org)

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*North Country Cooperative Invasive Species Management Area (NCCISMA) and its fiduciary, Mecosta Conservation District, are Equal Opportunity Employers*