



Ottawa Conservation District  
16731 Ferris Street  
Grand Haven, MI 49417  
Mon-Fri 8:00 AM–4:30 PM  
(616) 842-5852 Ex. 5  
[ottawacd@macd.org](mailto:ottawacd@macd.org)  
[www.ottawacd.org](http://www.ottawacd.org)

## **Ottawa Conservation District**

### **Position Description: Communications Administrator**

#### **POSITION SUMMARY**

The Communications Administrator furthers the mission of the Ottawa Conservation District by engaging the public through strategic promotion of all District programs. The Communications Administrator is responsible for collaborating with the Executive Director and Conservation District staff to raise awareness of the District and educate diverse audiences on the importance of resources conservation in the Ottawa County region.

#### **RESPONSIBILITIES AND DUTIES**

- Report to the Executive Director and assist with day to day tasks
- Inform and educate the public about the District and its available resources
- Organize events, including: annual meeting, region meeting, advisory committee meetings, tree sale, native plant sale, various program trainings and outreach etc.
- Compile the District's Annual Report
- Advertise District events using various marketing websites (i.e. MailChimp, Eventbrite, etc.)
- Build relationships with newspapers and news reporters/maintain accurate database of media contacts
- Maintain and grow the District's social media presence
- Website administration
- Design and write quarterly newsletter
- Develop and customize brochures, handouts, agendas, invitations, and displays as demand arises
- Take and maintain photos of each program for communications needs
- Update and create information for any District program using Microsoft Office Suite or Adobe
- Attend trainings to improve the Communications Administrator's working knowledge on agriculture, pollinators, native plants and trees, watersheds, dune ecosystems, invasive species, grants, marketing strategies and any other relevant topics
- Participate in key community events
- Responsible for collaborating with the Conservation Technician to assist with planning and partaking in Bass River/Deer Creek and Upper Sand Creek meetings and outreach events
- Responsible for collaborating with Michigan Agriculture Environmental Assurance Program (MAEAP) Technician to assist with creating and distributing MAEAP outreach materials and trainings
- Create educational programs on watersheds for school groups
- Further develop Critical Dunes program; expand upon outreach, information, and education
- Attend monthly Board of Directors meetings to record meeting minutes
- Respond to inquiries from the general District email
- Seek out additional funding sources
- Assist with filing and organization needs
- Regularly make office supplies orders

## **WORKING CONDITIONS**

The primary work place is in a typical office setting at the Ottawa Conservation District in Grand Haven, MI. The Communications Administrator will be expected to make occasional travel to events hosted at other indoor facilities or outside. Mileage to locations outside of the District office will be reimbursed at the most current federal IRS rate. Ability to work flexible hours, including some evenings and weekends, is necessary.

## **REQUIRED KNOWLEDGE AND EXPERIENCE**

### *Formal Education*

A minimum of a Bachelor's Degree or equivalent experience in public relations, marketing, communications or related degree from an accredited college or university.

### *Related Work Experience*

- Experience in a marketing or communications position is preferred
- Experience collaborating on, developing, advertising, and delivering outreach to a variety of audiences in diverse settings
- Experience in an administrative role
- Knowledge of agriculture or natural resources management would be beneficial, but not necessary

### *Skills and Abilities*

- Excellent verbal and written communication skills in the English language
- Excellent project management skills from idea inception to public engagement
- Strong organizational skills
- Proficient use of PC, Microsoft Office Suite, and social media platforms
- Exhibit excellent social and interpersonal skills; relates effectively to diverse clientele and work groups
- Able to work independently without direct supervision and as part of a team
- Highly flexible to accommodate a range of tasks and expectations
- Maintain a valid driver's license
- Ability to lift and carry 25 pounds

## **COMPENSATION**

The Communications Administrator is a part-time, 15-25 hours/week position. Salary will be \$14-17/hour dependent on experience. Benefits include paid holidays and vacation according to District policies.

## **TO APPLY**

Send cover letter, resume, and references as a single PDF to [megan.boos@macd.org](mailto:megan.boos@macd.org) with "Communications Specialist" in the subject line. Application deadline: December 31<sup>st</sup> at 5:00pm

If you have any questions, please call Megan Boos at (616) 842-5852, ext. 5.