

# GRAND TRAVERSE REGIONAL LAND CONSERVANCY

**Position Title:** Sign Technician  
**Date Created:** June 6, 2019  
**Reports To:** Communications Specialist – Design, Digital and Social Media  
**Position Status:** Full-Time, Exempt, Eighteen-Month Term, Includes Employee Benefit Program  
**Salary:** \$37,000

## **POSITION OBJECTIVE:**

Working as part of the Communications Team, this position does skilled and complex work in content creation, design, and installation of preserve and natural area signage.

## **JOB SUMMARY/DUTIES AND RESPONSIBILITIES:**

After auditing upcoming and existing signage needs on protected lands, this position will use existing brand standards and templates and work with staff to create compelling sign content and design. Once content and design is approved, this position will be responsible for ordering, sign installation, permitting if/as required, and post-installation documentation of dates, locations and photos.

Will be required to perform other duties as requested, directed or assigned.

**SUPERVISORY RESPONSIBILITIES:** May supervise and support the work of volunteers and/or interns on appropriate projects.

**EDUCATION AND EXPERIENCE:** Bachelor's degree preferred. A minimum of three years of work experience in marketing, communications, public relations, graphic design, digital media, sign creation, or related field(s).

## **MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES):**

### **Communications/Interpersonal contacts:**

- Excellent communication and design skills; ability to persuasively convey the mission and work of GTRLC
- Ability to write, edit & proofread content
- Ability and willingness to build and maintain strong relationships with a wide range of people – vendors/contractors, staff, board members, donors, volunteers, landowners, governmental partners, foundations, and other stakeholders
- Ability to work effectively in high-tension situations and maintain composure under pressure
- Ability to partner with a dynamic team and across teams within the organization

### **Complexity/Problem Solving:**

- Ability to design and implement multiple projects, set and meet deadlines
- Ability to independently analyze and use sound judgment to identify and solve problems

- Excellent organizational and time management skills
- Commitment to accurate and detailed work
- Interpret guidelines & analyze factual information to achieve desired results.

**Discretion/Latitude/Decision-Making:**

- Ability to act independently
- Ability to make good decisions based on analysis, wisdom, experience and judgment

**Technological Skills:**

- Mastery of programs and systems including but not limited to: Adobe InDesign, Illustrator and Photoshop, ArcGIS, and SalesForce

**Preferred Qualifications But Not Required:**

- Experience with wayfinding, outdoor recreation, sign making and installation
- Previous Supervisory Experience

**SCHEDULE:** Hours are typically Monday through Friday from 8:30 a.m. – 5:00 p.m. Some weekend and evening work may be required. Employee is expected to work the number or hours required to meet the requirements for the position.

**PHYSICAL FACTORS:** Work will be performed in indoor and outdoor environments. Outdoor locations may include uneven surfaces such as boardwalks, beaches, and trails. Some moderate to strenuous physical activity is required to access and install signs in some locations. Must be able to lift up to 50 lbs.