

GRAND TRAVERSE REGIONAL LAND CONSERVANCY

Position Title: Engagement Specialist
Date Created: April 2023
Reports To: Director of Communications and Engagement
Position Status: Exempt, Full-time, Salaried; Includes Benefits
Salary Range: \$50,433 - \$70,606

POSITION OBJECTIVE:

Working as a member of the Communications and Engagement Team, this strategic community engagement position will plan and execute mission-aligned outreach events and presentations at the McMullen Family Conservation Center and in the broader community.

JOB SUMMARY/DUTIES AND RESPONSIBILITIES:

GTRLC-hosted events at the Conservation Center

- Coordinate with all departments to offer relevant, informative, and inspiring presentations open to specific audiences or the general public

Partner events and programming at the Conservation Center

- Plan strategic, mission-aligned opportunities that increase brand awareness, leverage partnerships, and accomplish desired outcomes outlined in the strategic direction

Ambassador Program

- Manage the Ambassador Program. Includes coordination with the volunteer program manager on recruitment, onboarding, training, celebrating, and ongoing relationship management
- Manage the schedule of ambassadors to ensure that the Conservation Center is always equipped with skilled people to greet, answer questions, and direct our visitors

Presentation arrangements in the community

- Strategically and proactively plan presentations to key constituencies throughout the service region, including messaging, presentation preparation, public speaking and/or ambassador placement, appropriate follow-up, and results measurement
- Respond to requests for presentations

Gallery displays,

- In coordination with Senior Communications Specialist, assist with planning and implementing rotating and permanent educational displays in the Conservation Center that show mission-aligned collaboration and achieve desired outcomes outlined in the strategic direction

Preservation Celebration

- Plan and execute the annual Preservation Celebration, an event that draws up to 450 attendees in coordination with Communications and Fund Development teams

Public Hikes

- Organize and manage seasonal hikes throughout our service region to engage people on the land and support fundraising efforts. Responsible for data collection and management, follow-up, and outreach to encourage attendance

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

SUPERVISORY RESPONSIBILITIES: Supervises and supports the work of volunteers and/or interns on appropriate projects.

EDUCATION AND EXPERIENCE: Bachelor's degree preferred. Experience in public speaking, program development, communications, marketing, public relations, event planning, volunteer management, and/or related

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field(s). Strategic thinking, strong collaboration skills, an understanding of conservation work, a desire to work with people, comfort with public speaking, and nonprofit experience preferred

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES):

Communications/Interpersonal skills:

- Excellent oral and written communication and presentation skills; ability to persuasively convey the mission and work of GTRLC
- Ability and willingness to build and maintain strong relationships with a wide range of people, including vendors/contractors, staff, board members, donors, volunteers, landowners, nonprofit and governmental partners, foundations, and other stakeholders
- Ability to effectively supervise, mentor, and coordinate the work of others.
- Ability to write, edit and proofread compelling content for presentations and training materials
- Ability to work effectively and maintain composure under pressure
- Ability to partner with a dynamic team and across teams within the organization
- Commitment to collaboration

Complexity/Problem Solving:

- Ability to design and implement multiple projects
- Ability to 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
- Ability to bring the creative ideas of others and self to fruition, projecting potential outcomes
- Experiments to find creative solutions
- Ability to measure results and impacts and adjust accordingly

Discretion/Latitude/Decision-Making:

- Ability to act independently and with a team
- Ability to maintain confidentiality
- Ability to make good decisions based on analysis, wisdom, experience, and judgment

Technological Skills:

- Mastery of programs and systems, including but not limited to Microsoft Office, Google Workspace, and Salesforce
- Ability and willingness to learn new technologies as warranted

WORK ENVIRONMENT: Office hours are typically Monday through Friday from 8:30 a.m. – 5:00 p.m. However, some weekend and evening work will be necessary

PHYSICAL FACTORS: Work will be performed indoors but occasionally in outdoor environments. Outdoor locations may include boardwalks, beaches, boats, and trails.

A background check is required for this position.