



Flint River Watershed Coalition Outreach and Events Manager

Develop and implement a yearly communications strategy

- Work with Executive Director and board committee to
 - set yearly communications theme;
 - incorporate print, electronic, social media; and
 - outline major known stories for the year
- Develop evaluation technique(s) to gauge communications impact

Coordinate electronic (web, social networking, etc.) communication

- Create strategic social media plan to develop membership, community awareness, engagement
- Maintain and improve the FRWC website; work with staff, committee, and chapter leaders to develop content
- Build our Facebook presence and content, taking initiative to try new tactics
- Assess and build our presence on Twitter
- Assess other social media for relevancy to FRWC mission, goals, and tactics
- Upload and organize photos to our Flickr site, videos on our YouTube channel, etc.

Coordinate the development of 4 print newsletters per year

- Manage newsletter timeline (set publication dates for the year, etc.)
- Solicit program content that relates back to communications plan; write timely articles based on the plan
- Work with designer to assemble newsletter
- Coordinate printing and mailing

Events

- Develop and organize 1-2 summer fun event(s) – free or low cost, open to all, volunteer appreciation
- Work with Project Coordinator on engagement events at Flint Park Lake and Thread Lake
- Work with Executive Director, board, and key volunteers on summer helicopter rides fundraiser
- Work with board members on up to four house fundraising parties or other small gatherings
- Take a lead on planning/organizing FRWC annual celebration in January
- Lead booth events

**Other duties**

- Assist in the development and management of communications/outreach budget
- Develop strong relationships with local media

Required knowledge, skills, and abilities

- Demonstrated success in developing a solid social media strategy
- Success in developing contacts, networking
- Persuasive writing skills
- Success in multitasking, juggling multiple priorities
- Ability to engage the board of directors in communications strategy
- Tenacity
- Research skills
- Passionate about the mission of the FRWC
- College degree desired
- Previous marketing/social media/professional communications experience desired
- Ability to work in a small, dynamic, committed, and fun office environment

Position Specifics

- This is a full time position with the FRWC
- Salary \$14-20/hour, based on experience
- Health care benefits upon satisfactory 90 day review
- Reports to FRWC Executive Director, but works with all staff, key volunteers, board of directors, and committee/chapter leaders

Application

- Please submit resume, letter of interest outlining previous experience, references, and 1-3 writing samples – preferably in pdf format
- Links to previous work, if available/applicable
- Email submissions preferred: info@flintriver.org
- Application materials submitted by May 30, 2014 will receive priority consideration