



**Title of Position:** Program & Marketing Coordinator

**Reports To:** NNC Executive Director

**Supervises:** NNC Seasonal Staff & Interns

**About the Ney Nature Center:** The Ney Nature Center is dedicated to the preservation of the natural state of its surroundings, restoring and preserving the buildings of historical significance, and engaging the greater community in connecting with the natural world on the 446 acres of park land, bequeathed by Ruby Ney and Don Ney to LeSueur County of Minnesota.

Through innovative high-quality interactive programming, the Ney Nature Center brings generations together connecting them with the natural world and inspiring their commitment to preservation and building their desire for natural world engagement.

### **Position Summary:**

The Program & Marketing Coordinator is a key leadership role in the quality of programs provided to the community served. The primary area of responsibility is the design, development and delivery of programs. This includes working with staff, interns, and volunteers in multiple facets of programming. Additionally, in a marketing capacity, there is the responsibility to outreach and promote NNC to the greater community directly through presentations, social media, and traditional media formats of radio and publication.

### **Job Responsibilities:**

#### **Vision, Mission, and Strategic Plan**

- Actively participating in implementing initiatives and actions assigned through the strategic plan dashboard.
- Lead the strategic focus area of “Programs & Education” working in collaboration with staff and NNC committees.
- Provide Board of Director status updates regarding “Programs & Education” including: offerings; participation; financial analysis; and all relevant analytics.
- Develop and implement the marketing plan strategic initiatives and actions items in collaboration with the Executive Director and other staff members.

#### **Responsibilities for Programs:**

- Maintain environmental education materials and equipment;
- Oversee scheduling of program activities and events occurring at the Ney Nature Center;
- Assist with visitor services duties;
- Develop and work within set program budgets;
- Coordinate the design and development of educational displays and informational kiosks for the facility;
- Represent the Ney Nature Center’s in a variety of public forums, articulating long-term goals, and providing interpretation/learning opportunities that promote the Ney Nature Center mission and vision;
- Manage program registration process and maintain program attendance records and statistical data.

#### **A. Field Trips & Group Programs:**

- Develop, plan, and conduct environmental education, informational and interpretative programs for school field trips and groups
- Provide training for volunteers who help with the field trips and group programs

- Develop and implement an outreach program for school programs, community education and community groups
- Build relationships with schools and groups and recruit schools and groups to our program as capacity allows

#### **B. General Public Programs:**

- Develop, plan, and conduct environmental education, informational and interpretative programs for the general public. i.e. summer daycamp, members-only events, hikes, special interest hikes
- Organize special events like Fall Festival, Maple Syruping Kickoff, Monarch Tagging

#### **Responsibilities for Marketing:**

- Advise and carry out marketing strategies for all programs as directed by the Executive Director
- Gather stories/experiences of members and program participants for marketing, fundraising, and newsletter
- Build and maintain a photo database
- Monitor Nature Center listings on external websites, i.e. Explore MN, SEEK, etc.
- Oversee and create marketing materials for specific programs (i.e. Spring Fling, Fall Festival) and campaign topics (i.e. funding campaigns, public awareness) as needed (brochures, flyers, posters, videos, etc.)

#### **Social Media Marketing: Facebook & Instagram / Website / Internet Listings**

- Research and optimize leading social networking tools supporting the marketing strategy
- Refresh social media w/ new information, links, events, and stories 2-3 times/week
- Plan, create, and implement content ; plan approved by the Executive Director
- Measure access and click through for each online community once per month
- Collaborate with staff members for update, calendar of events, and relevant news story items
- Website: maintain fresh content including by not limited to - coming events, calendar, online registration and donation, photo and narrative stories, relevant news, program promotion

#### **Traditional Media Marketing:**

- Print: Identify regional and community opportunities and develop a plan for releases
- Newsletter: develop annual content plan; coordinate articles with staff and volunteers
- Radio: Identify regional and community broadcast opportunities and implement a promotion plan

#### **Required Qualifications:**

- Degree in education, science, natural resources, recreation, history, or related field
- Knowledge of Minnesota and regional native plants and plant communities, Minnesota wildlife (with a focus on local), and environmental education practices and principals
- In-depth knowledge in one or more of the following subjects: ecology, botany, ornithology, mycology, entomology, zoology, geology and/or environmental education (academic training in one of these or a related field preferred)
- Minimum three months interpretive experience at a nature center, nature camp, or similar venue
- Demonstrated ability to work well with children, adults, and diverse populations
- Excellent communication skills including ability to write, listen and speak publicly in a clear, professional and engaging manner
- Demonstrated competence in verbal communication, particularly the ability to present information, ideas, directions, etc. in a clear and concise manner
- Ability to work effectively with co-workers and supervisors to achieve the goals of the program
- Demonstrated enthusiasm for the outdoors and outdoor education, even when conditions are challenging
- Flexibility and ability to deal with unexpected and quickly changing nature of outdoor activities and children

- Ability to effectively engage in behavior management in order to maintain students' interest and participation in outdoor classes and activities
- Ability to work flexible hours (some evenings, weekends, and holidays)
- Valid Minnesota driver's license; able to lift up to 50 lbs; current First Aid certification or the ability to obtain certification upon hire

**Preferred Qualifications:**

- Experience as an educator, program staff, naturalist or related position at a residential outdoor education center, nature center, or similar facility
- Ability to convey information about environmental topics without bias and with the goal of encouraging lifelong learning
- Experience in preparing lesson plans, outlines, or guides in preparation to teach or facilitate activities
- Ability to manage work time effectively and with little supervision to ensure preparedness and project completion
- Experience leading or facilitating groups in team-building activities
- Demonstrated initiative to go above and beyond minimum assigned duties

**Work Environment:** Work is performed inside and outside buildings. The work requires some physical exertion such as long periods of walking, standing, crouching, or riding over rough, uneven, swampy, or rocky terrain. There may be intermittent exposure to varied weather conditions on the worksite that occasionally necessitates the use of cold weather gear, rain gear, gloves, etc. This position may involve driving a vehicle and lifting up to 50 pounds.